

The NATIONAL UNDERWRITER

Life Insurance Edition



THE EXTRAORDINARY SUCCESS STORY OF AN ORDINARY MAN

"Don't you dream of retiring at age 65 or earlier? And to win that security from ordinary earnings—isn't that an extraordinary success? It can be done through this EXTRAORDINARY Life Plan."

This is the opening paragraph in The Northwestern Mutual's full page Saturday Evening Post advertisement of April 23rd—the third advertisement in the EXTRAORDINARY Life Plan campaign. The last paragraph of the ad reads:

"It will be well worth your while to have a Northwestern Mutual underwriter show you just how this EXTRAORDINARY Life Plan works out in a typical case. Such a sample 'picture' has been prepared, containing helpful, additional information. It is an interesting blueprint and can be readily used in checking present financial plans."

And throughout the country Northwestern Mutual agents are experiencing extraordinary success in closing program sales, in which this advertising and its related interview form has proved a helpful ally.



THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY

FRIDAY, MAY 27, 1938

"Sales-Making" Facts and Figures that Sell Larger Policies!

JUST OFF THE PRESS

The New Improved

1938 "LITTLE GEM"

Presentation in terms of "Income" is the first step toward success. It is certain to increase your "average policy" and your Income. To talk Incomes intelligently with policyholders (who are your best prospects), you must be able to show them what can be accomplished with their present insurance, including that in "other companies."

Incomes and Values at Retirement Ages

(shown right with Rates, Costs, etc.)

The actual Guaranteed Incomes for over 100 companies are given in the Little Gem—twice as many as other books show. And for 1938 these Incomes are right with the Rates, etc., for greater convenience. Cash Values at 55, 60, and 65 are shown for as many as 12 contracts. With this data you can show the prospect who "already has enough," just what Incomes are available for his wife, his kids, his mother, what there will be for his "pension" including that from Social Security which is also covered in the Little Gem.

"Need-Illustrating" Basic Tables

From these special tables you can readily ascertain the Insurance Needed to guarantee any combination of Incomes (Readjustment, Educational or Retirement), with Clean-Up Funds and Deferred Payments.

Illustrations of Dividend Results

To bring out the value of allowing dividends to "pay up" or "mature" contracts, the Little Gem gives special illustrations showing not only how many years will be required but also the total premiums that will be paid—an exclusive Little Gem feature. In addition, new this year, are showings of what the 10 and 20 year accumulations or additions will amount to.

The "Hit" Book of 1937, with even greater Improvements for 1938—ORDER YOURS NOW!

IMPORTANT SPECIAL FEATURES

1. Exact, Guaranteed, Settlement Option Incomes.
2. "Need Illustrating" Basic Income (and other) Tables.
3. Cash Values at the Retirement Ages—55, 60 and 65.
4. Cash Values on many extra contracts.
5. Special Showings on More Special Contracts.
6. Large "Easy-to-Read" Type throughout.
7. "Natural-Way" Page Arrangement, too!
8. Sales Making Social Security Information.
9. Juvenile Insurance (New Special Section).
10. Retirement Contracts (a thorough Coverage).
11. Covers 150 Companies in Detail (Reports on 200).
12. Carefully Analyzes All Policy Provisions.
13. Covers "Company Practice" too!
14. Premium Rates at All Ages (over 2400 contracts).
15. Disability and Double Indemnity Rates.
16. "Net Cost—Net Payment" Illustrations.
17. Detailed Summaries for 10 and 20 years.
18. Improved Illustrations of Dividend Results.
19. Annuity Rates (Special Section on Annuities).
20. Rates on Interest Payable under Options.
21. Term Rates and Dividends on Term.
22. Dividends on Paid Up Policies.
23. Reserve Tables (including at ages 55, 60, and 65).
24. Financial and Business Figures (200 companies).
25. Supplemented Monthly by The Insurance Salesman.

Get All This Useful Programming Information

Many Important Changes

You Must Have New, Up-to-Date Facts & Figures

Company Club Rates to All Agents

Rush, at my "club rate"

....cop.... New 1938 Model "LITTLE GEM"

Name Title.....

Company

Address

City State.....

To The National Underwriter, 420 E. 4th St., Cincinnati

The NATIONAL UNDERWRITER

Forty-second Year—No. 21

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, MAY 27, 1938

\$3.00 Per Year, 15 Cents a Copy

Pink Sounds Note of Good Cheer to Insurance Agents

New York Superintendent Shows Great Stability of Underwriting Structure

SYRACUSE, N. Y.—Superintendent L. H. Pink of the New York insurance department, in speaking before the New York State Association of Local Agents, finds that the great trouble in this country is gloom. Too many people, he said, are discouraged. Insurance has gone through panic without serious loss and public confidence is noted everywhere in the institution. There are some 64,000,000 holders of life policies. Almost every family has an interest in some form of insurance.

Trusteeship Pointed Out

Mr. Pink said that the great accumulations of capital controlled by the insurance companies are not the property of a few men but represent the savings of the great mass of people. These investments are made by small contributions from millions of individual policyholders. Those in charge are trustees. Insurance, he says, has an investment of over six billion dollars in the securities of federal and local governments, three and a half billions in railroads, three billions in public utilities and over a billion and a half in bonds and stocks representing fundamental industries. It is fortunate, he said, that this large part of the national wealth is not in the hands of those who have something personal or selfish to gain. They are obligated by the most sacred of all trusts to see to it that the investments are the safest and soundest possible and produce a steady return.

Restoration of Confidence

Superintendent Pink said that the greatest need today is the restoration of confidence in the integrity of industry and of government. He declared that the conditions in this country are fundamentally sound. In the United States he said the people have greater wealth and skill, more cause for hopefulness and fewer serious difficulties than anywhere else.

"Perhaps we have gone too far, but certainly we cannot and should not retrace our steps," added Mr. Pink. "We have paid too dearly for the progress we have made to surrender it in equally hasty reaction." The United States, he thinks, has been much slower than other civilized nations in equalizing by law the rights of capital and labor, in adopting a sound and progressive housing policy, employment insurance, social security and other progressive social and economic policies.

Mr. Pink says that in spite of the talk about dictatorship in this country, he thinks it is mostly political and he has no real fear about it. No sizable group, he said, in this country wants to displace

(CONTINUED ON PAGE 26)

Illinois Elects P. B. Hobbs President; Fear Legislation

Equitable Manager Succeeds Lateer—Urge Preparation to Avert Passage of Bank Bill

By CHARLES D. SPENCER

BLOOMINGTON, ILL.—Philip B. Hobbs, Equitable Society manager, Chicago, was elected president of the Illinois Association of Life Underwriters at its annual meeting here. Mr. Hobbs is also chairman of the managers and general agents section of the National association and has been very active in the Chicago association. Bernard J. Stumm, Aurora general agent of the Northwestern Mutual Life, was elected first vice-president, and Francis P. Beiriger, Rockford general agent of the Connecticut Mutual Life, second vice-president. William B. Buckley, Metropolitan Life manager at Elgin, was elected secretary.

The Illinois association is anticipating attempts to enact unfavorable life insurance measures similar to those passed in New York state. The next regular session of the Illinois legislature is in January. It is reported that a savings bank life insurance bill has already been drafted.

Axelson Says "Be Prepared"

In his report as chairman of the legislative committee, Charles F. Axelson, Northwestern Mutual Life, Chicago, said that the new insurance code is functioning satisfactorily, although some members feel that a license to sell insurance is too easily obtained. In order to meet the anticipated legislative onslaught in January it is up to the association to be prepared, declared Mr. Axelson. While neither the state nor local associations should go into partisan politics, individual members should take a keen interest. By contacting the candidates for the legislature before they are elected next fall and by gaining their friendship, it will be a great help in approaching them after their election, when legislative problems are encountered.

L. M. Buckley, Provident Mutual Life, Chicago, membership chairman, said that the total paid membership is now 1,944, compared to 1,989 on June 30 last year. Some of the local organizations have been slow about paying their national dues, but with the intensive effort that is being made it is expected to pass the 2,000 mark by June 30. During the year a new association was formed at Centralia.

President William M. Lateer, John Hancock Mutual Life, Peoria, stressed the need for telling prospective members of the value of the state association. He said that although there are 27,000 agents licensed to write life insurance in Illinois, less than 2,000 are members of the Illinois association. He stressed the necessity for being organized for legislative work.

Mr. Hobbs stressed the serious problem ahead in public education and legislation.

The State Farm Life entertained at a dinner dance the first evening. Richard Stockton, Penn Mutual, was an able toastmaster and he introduced A. W.

Business Men's Assurance Has New Running Mate

National Security Life Licensed in Missouri to Write Group Insurance on Families

KANSAS CITY—The National Security Life has been licensed in Missouri to write group insurance on families. Affiliated with the Business Men's Assurance, the company will be operated separately, with a separate agency organization. It is using the charter of the Trans-Mississippi Life, a small stipulated premium company with about \$500,000 business in force, which the Business Men's Assurance took over last year. That business remains as a backlog for the renamed company, which is also on the stipulated premium basis.

W. T. Grant, president of the Business Men's, is president of the National Security; L. L. Graham, vice-president; I. H. Wagner, secretary, and H. G. Torrance, treasurer. All are officials of the Business Men's. Directors are substantially those of the parent company.

What New Company Offers

The National Security offers 20-year coverage which is renewable and which can be converted to 20-pay or whole life. It will be sold on members of families, on the annual, semi-annual, quarterly or monthly basis. The rate for a man, 35, on the annual basis, is \$15 per \$1,000. The smallest unit of coverage is \$250; the total on all members of the family insured must be \$1,500, and the first-named applicant (father, mother, oldest child, or whoever negotiates the contract) must carry an amount of protection greater than that of any one of the others insured.

Every insurable member of a family may be covered under one complete contract; it pays cash immediately on the death of any insured member; death does not stop the contract because protection is continued to surviving members at reduced premium; any member of the family without medical examination prior to age 60 may choose another form of contract; the contract is non-cancellable, may be renewed at the end of the 20-year family period, prior to 60, without medical examination.

The company is chartered also to do accident and health business, on the monthly basis, and within 60 days it expects to become active in that field. The original charter of the Trans-Mississippi covered accident and health, but the company did not write any of this type of business.

Norman Wilcher, who has been with the Business Men's ten years, most of that time in the sales department, will be agency supervisor of the new company. It will develop Missouri before expanding its activities.

Tompkins and Morris Fuller, vice-presidents of the State Farm Life. Mr. Tompkins gave a very entertaining talk. Herbert D. Hendricks, Equitable Life of Iowa, Springfield, reported for the educational committee. He told of the importance of providing educational material and combating the muckrakers.

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Status of Agents Under U. S. Social Security Is Clear

Commission Men Generally Recognized as Exempt from Tax, A. L. C. Official Reports

Commissioned insurance agents are very widely recognized under federal and state social security acts as being independent contractors and exempt from the tax levy for unemployment compensation, Ralph H. Kastner, associate counsel American Life Convention, Chicago, stated in a review of the social security situation before the Health & Accident Underwriters Conference meeting at Chicago this week.

Unemployment compensation acts of Alabama, Michigan, South Carolina, Tennessee and Texas specifically exempt commissioned insurance agents and in Indiana the agents are considered to be exempt. The specific statutory exemption in Kentucky was removed by a recent amendment, but it is understood the authorities there consider the agents as exempt.

Favorable rulings in the case of one or more companies have been received in 25 states and a uniform favorable attitude of other states where the question is not settled is expected within a few months. Every state and the District of Columbia now have unemployment compensation acts.

The states which rendered favorable rulings are: Arizona, Arkansas, California, Delaware, District of Columbia, Florida, Idaho, Iowa, Kansas, Maine, Massachusetts, Mississippi, Nebraska, New Mexico, North Dakota, New Hampshire, Oklahoma, Oregon, South Dakota, Utah, Vermont, Virginia, West Virginia, Wisconsin and Wyoming.

North Carolina, Mr. Kastner reported, at the outset ruled favorably to the agents, but in some recent cases indicated an opposite view. Pennsylvania ruled favorably as to agents operating under the general agency plan, but the status of agents under the manager plan has not yet been finally settled.

Declaratory judgment actions looking toward court determination of the legal status of agents are pending in Colorado, Connecticut and Washington. A district court in Colorado recently ruled favorably on the company's contention, but state authorities indicated they planned to appeal the ruling.

Oppose General Rule

Administrative authorities in Louisiana and Maryland have indicated adverse attitude toward companies on this issue and negotiations are under way to have reconsidered the recent adverse ruling in Ohio.

In the balance of the states, Mr. Kastner said—Georgia, Illinois, Minnesota, Missouri, Montana, Nevada, New Jersey, New York and Rhode Island—either there have been no final rulings

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Unique Manual Digest for 1938 to be Out Soon

The "Unique Manual Digest" will soon come from the press of THE NATIONAL UNDERWRITER, it being the 40th annual edition. This very valuable life insurance reference book has been built up from the combined research of experienced statisticians over a period of four decades. It has been subjected to many tests in order to get a practical working volume for life insurance people. It is an encyclopedia of life insurance and answers thousands of questions. Each annual edition brings out new important improvements. The "Unique Manual Digest" is a comprehensive volume and is found on the desk of progressive agents, supervisors, managers and company executives.

Three Main Phases

It covers three main phases of life insurance statistics. First, reports on companies; next, provisions of contracts and underwriting practice, and lastly, complete information as to rates, options, values, costs, etc. Compressed into one volume is this vast amount of material. There is useful and official information given about every company. More than 400 legal reserve life companies are shown in this book. The reports give the financial setup of a company and its history from the beginning. The "statistics by years" is an interesting feature of company data. There is a thorough analysis of the last financial statement covering some 70 important items. The assets are broken down into the main classifications. There are numerous important ratios, gain and loss by figures, management expense information, etc. A life insurance man can get quickly a clear picture of any company and can trace its experience, with significant data before him. These reports cover what a life insurance man wants to know about a company. It does not give opinions, ratings or recommendations. Instead it offers official and useful information.

Thorough Analysis Is Made

Another important feature in the "Unique Manual Digest" is its thorough analysis of policy provisions and underwriting practice. The compilers have had in mind a presentation of facts so

that a person can get at a point without going through a mass of verbiage. The "Unique Manual Digest" selects significant points and they are classified so that a reader can quickly find what he wants.

Especially important are the showings of the exact guaranteed incomes payable under settlement option, rates on unusual forms, special sections on annuities, single premium contracts, reserves and values, juvenile insurance, industrial insurance and the greatly improved accumulation illustrations showing the years and amounts required to pay up

for mature contracts through dividends. New illustrations of net cost on retirement contracts have been introduced.

Special sales making illustrations and the uses of settlement options are given with examples which bring out the results that can be accomplished through their use when properly and intelligently handled. Particularly important in programming and selling needs are surrender values including cash loans, paid up and extended values from which the various possible incomes may readily be ascertained.

Really the "Unique Manual Digest" might be well said to be three books in one. It is published in a single volume and of convenient desk size. Advance orders for the 1938 book will be shipped in sequence. The price is \$5. The statistical department of THE NATIONAL UNDERWRITER is at 420 East Fourth street, Cincinnati.

Cashiers' Group Is Active

Practical, Educational Program of Life Agency Cashiers' Association of San Francisco, Makes Organization of Real Worth

SAN FRANCISCO—An interesting development in the field of life underwriting has been the formation and growth during the past year of the Life Agency Cashiers' Association of San Francisco. Organized in August, 1937, with John F. Fixa, cashier of the O. O. Orr agency Prudential, as its first president, the success and growth of the association has resulted in a number of other similar bodies being formed in various parts of the country. These associations function under a prescribed constitution with meetings conducted formally under parliamentary procedure similar to life underwriters associations. The San Francisco association came into being as the result of a group of local life office cashiers carrying out a program assignment given them during "Life Insurance Week" last year by T. A. Gallagher, Prudential, as president of the San Francisco Life Underwriters Association. In the course of this work the cashiers were able to realize the value of co-operation and exchange of ideas.

One of the most valuable activities of the group is the open forum provided by regular meetings. Subjects are always discussed in advance with the speaker's manager or general agent and his ap-

proval obtained. Generally held in the evenings, the meetings have been devoted to brief discussions, following dinner, after which the membership adjourns to the office of one of the members where explanation is made of the various systems in use, including filing, stock room inventory systems and general office arrangement. The most recent of these trips was to the Pacific Coast offices of the Metropolitan Life. Members were taken through the various departments with explanation of the systems in operation. Later they were guests of Henry E. North, vice-president, at a luncheon at the head offices.

Engage in Research

In addition to regular monthly meetings, various committees are actively engaged in research and dissemination of material on subjects vital to the administration of life insurance. Other activities include publication of a nine-page brochure, "Notes on Correct Telephone Usage and Phraseology for Life Agency Offices." Copies were furnished to member cashiers and their managers with the result that several offices have adopted the brochure as a guide for their telephone operations. At present a special committee is assembling material on

Conventions

May 26-27—Pennsylvania Insurance Days, Bellevue-Stratford, Philadelphia.

May 27-28—Association of Life Insurance Counsel, mid-year meeting, Homestead Hotel, Hot Springs, Va.

June 1—Life Advertisers Association, Eastern Round Table, Hotel Pennsylvania, New York.

June 2-3—American Institute of Actuaries, Edgewater Beach Hotel, Chicago.

June 2-4—Texas Association of Life Underwriters, Galveston.

June 9-10—Canadian Life Insurance Officers Association Annual Meeting, London, Ont.

June 8-9—Canadian Association of Life Agency Officers, London, Ont.

June 15-17—National Association of Insurance Commissioners, Hotel Frontenac, Quebec, Can.

June 15-17—National Negro Insurance Association, Phyllis Wheatley Association building, Cleveland.

June 16-18—American Life Convention, Medical Section, Asheville, N. C.

June 17-18—Missouri Life Underwriters Association, Springfield, Mo.

June 26-27—California State Life Underwriters Association, Cliff Hotel, San Francisco.

Aug. 22-25—National Fraternal Congress, annual meeting, Toronto, Can.

Aug. 31-Sept. 3—International Association of Insurance Counsel, Grand Hotel, Mackinac Island.

Sept. 12-14—International Claim Assn., White Sulphur Springs, W. Va.

Sept. 19-23—National Association of Life Underwriters, Rice Hotel, Houston, Tex.

Oct. 10-13—American Life Convention annual meeting, Edgewater Beach Hotel, Chicago.

Nov. 1-3—Association of Life Agency Officers, Edgewater Beach Hotel, Chicago.

Nov. 14-16—Life Advertisers Association, Traymore Hotel, Atlantic City.

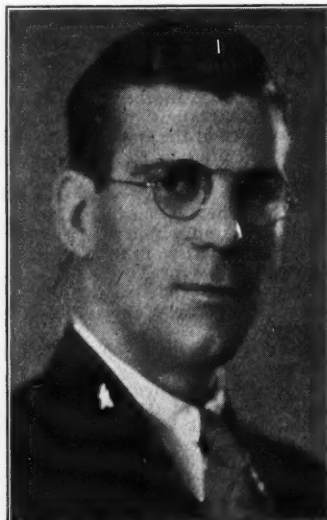
the California laws relating to checks, while another committee plans to shortly release a series of suggested form letters for use of members.

Dinner meetings are held the third Thursday of each month. In addition to Thomas W. Hoag of the Penn Mutual, president, the following are serving as officers: A. F. White, Phoenix Mutual, vice-president; C. W. Toon, Union Central, treasurer; and V. G. Benedict, Lincoln National, secretary. The executive committee is composed of the officers and the following members: J. F. Fixa, Prudential; G. M. Bath, Sun Life; N. L. Ball, Manufacturers; E. F. Kenny, Aetna Life, and B. B. Gillogly, Pacific Mutual.

SPEAKERS AT SOUTHERN ROUND TABLE MEETING



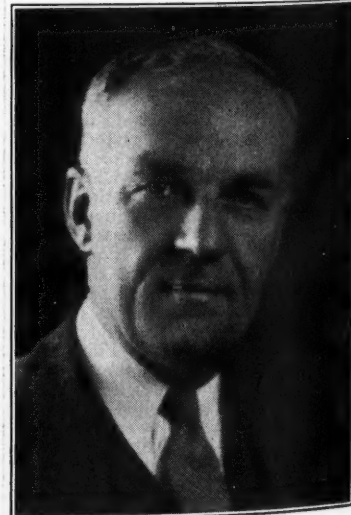
BART LEIPER
Provident Life & Accident



KARL LJUNG, JR.
Jefferson Standard Life



C. T. STEVEN
Phoenix Mutual



ROGER B. HULL
Managing Director National Association

These four speakers played a prominent part in the Southern Round Table of the Life Advertisers Association held last week at Asheville, N. C. Roger B.

Hull, managing director of the National Association of Life Underwriters, was the keynote speaker with his talk on "Public Relations," a subject that was

also discussed by Mr. Ljung. C. T. Steven, Phoenix Mutual, attended as president of the Life Advertisers Association, of which the Southern Round Table is an

adjunct. Bart Leiper, Provident Life & Accident, gave a talk which was one of the outstanding program features of the meeting.

Advertising Vital Factor in Growth of Life Insurance

Mid-Year Meeting of Insurance Advertising Conference Held in New York

By DOROTHY B. PAUL

NEW YORK—Public relations was the chief topic for discussion at the general session of the mid-year meeting of the Insurance Advertising Conference. President Arthur A. Fisk, advertising manager Prudential, in opening the meeting said, "Agents are the best developers of favorable public opinion of insurance. There is no business more thoroughly supervised by public officials than insurance and it stands as a rock against criticism. Favorable public opinion is being sustained by constantly improving service." In his opinion, there is no need to worry about public confidence with half of the population insured and the other half waiting until they can insure.

Need Public Relations Work

Henry C. Fowler, Jr., vice-president J. Walter Thompson Company, national advertising agency, stated that a small investigation just completed revealed that less than 20 percent of the people interviewed had any knowledge of the name of the company in which they were insured. This is the "don't know—don't care" group among which the greatest amount of public relations work should be done.

Mr. Fowler decried the dangerous practice of some agents who, in discussing insurance with a client, omit features of a policy which they think undesirable. When the payday comes, the company loses a friend in the policyholder who finds his policy does not cover all that he thought it did. "The sales representative who neglects to explain exactly what the policy does not cover does irreparable harm not only to the company he represents, but to all insurance companies."

Advertising Must Educate

Advertising and publicity must work toward educating the public on the need for insurance and teaching the public how to buy it intelligently. "I think that the best and most immediate public relations step that could be taken by insurance is that of simplifying the policy as it exists today," asserted Mr. Fowler. "Be frank and specific about what the consumer doesn't get. Reduce it to a streamlined production that clearly and intelligently tells your customer what he has bought. When people are able to read insurance policies, understand what they have and have not got in the way of protection, the major part of your public relations problem not only will disappear, but you are going to sell more insurance."

Point Out Social Significance

Advertising copy should point out the social significance of insurance. It has been a contributing factor to the nation's growth. Life insurance has done much to increase the life span; casualty insurance is striving mightily today to deal with one of our most appalling problems—traffic fatalities. Insurance funds have provided the dollars to expand the services of our government, aid the growth of industry. Its influence is felt everywhere.

The afternoon was given over to group sessions with Harold E. Taylor presiding over the fire and casualty

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Faulkner New President of H. & A. Conference

Notable Program Presented at Annual Meeting in Chicago — Great Advances Reported

OFFICERS ELECTED

President—A. E. Faulkner, Woodmen Accident.

Chairman executive committee—James E. Powell, Provident Life & Accident.

First vice-president—L. D. Cavanaugh, Federal Life.

Second vice-president—R. S. Hills, Massachusetts Bonding.

Secretary—E. A. McCord, Illinois Mutual Casualty (reelected).

New members executive committee—John M. Powell, Loyal Protective; Sam C. Carroll, Mutual Benefit Health & Accident; George Manzelmann, North American Accident (reelected).

With notable advances made the past year under the presidency of Sam C. Carroll, vice-president Mutual Benefit Health & Accident, the Health & Accident Underwriters Conference, which held its annual meeting this week in Chicago, is looking forward to another successful year under the direction of A. E. Faulkner, president Woodmen Accident and Woodmen Central Life, Lincoln, Neb., the past year chairman of the executive committee, who was advanced to the presidency.

The company which Mr. Faulkner now heads was founded by his father in 1890. It was the elder Faulkner's desire that his sons should succeed him in the management of that company. A. E. Faulkner's early training, however, was along engineering lines. While he had been a vice-president and director of the Woodmen Accident for many years, he

Heads Roundtable



C. B. MacPHAIL

At the annual meeting of the Southern Round Table of the Life Advertisers Association held at Asheville, N. C., last week, C. B. MacPhail was elected chairman. Since 1929 he has been director of public relations of the Great American Life of San Antonio, Tex., prior to which he was a daily newspaper man at Boston, Mass. Young and energetic, his election to the Southern Round Table's top position was a popular one.

had not been active in the management until he succeeded to the presidency on the death of his brother, E. J. Faulkner, in 1931. Another brother, R. W. Faulkner, is now vice-president of the com-

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Public Relations Discussed by Southern "Ad" Men

Outstanding Topic at Asheville Round Table Session—MacPhail New Chairman

OFFICERS ELECTED

Chairman—C. B. MacPhail, Great American Life, Texas.

Vice-chairman—John M. Ehle, Imperial Life, N. C.

Secretary—Forrest R. Brauer, Home Beneficial.

Next year's meeting place — San Antonio, Texas.

By HOWARD J. BURRIDGE

Public relations and the advertising manager's part in their improvement was the outstanding subject discussed at the tenth anniversary meeting of the Southern Round Table of the Life Advertisers Association held at Asheville, N. C., last week. An entire session was devoted to this one problem. Nearly every speaker referred to it, including those scheduled to talk about something else. A resolution was adopted to the effect that the need for a public education program for life insurance as an institution is clear, and that the members of the L. A. A. should take a leading and active part in its formation.

Research Bureau Also Meets

Emmett Russell, Life & Casualty, presided as chairman at all of the business sessions and kept the meetings at a high level of interest. Southern Round Table gatherings have been especially interesting since the organization began some years ago to hold its meetings at the same time and place as those of the southern conference of the Sales Research Bureau. This arrangement has increased the attendance and broadened the usefulness of both bodies. Agency executives as well as advertising men attend both meetings.

As usual, there was among the speakers a free and unrestrained exchange of ideas and experiences. Southern Round Table members have no business secrets. If one hits upon something that "works," he is glad to tell the others all about it. It is a closely knit, and in this one respect at least, a rather unique trade organization.

Display of Advertising Material

A prominent feature of the meeting was the display of all types of advertising material used by 11 companies that competed in the exhibit. Forrest R. Brauer, Home Beneficial, was in charge of the 85 display boards shown. Bart Leiper, Provident Life & Accident, scored the largest number of points and was awarded the winner's cup. Charles C. Fleming, Life of Virginia, was second and W. L. Jessup, Pilot Life, third. The judges were Joseph V. Freitag, Freitag Advertising Agency, Atlanta; John D. Topping, Asheville Chamber of Commerce, and L. B. Ordway, Reliance Life, Asheville. Karl Ljung, Jr., Jefferson Standard, entered his material on a non-competitive basis for the reason that his company employs the Freitag agency.

A few words of welcome were given at the opening session by J. N. Jarrett, vice-president Imperial Life of Asheville. All the rest of the speakers at the initial meeting discussed some phase of public relations. Roger B. Hull, managing director of the National Association of Life Underwriters, was the first to handle

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Security's National Pageant

The United States Department of Commerce, through Hon. Daniel C. Roper, its Secretary, gave official recognition to the Annual Message of Life Insurance. Mr. Roper spoke by radio at the formal opening. Congressman Bruce Barton, of New York, was heard by radio on the same day. And during the week many state and municipal officials were heard by multitudes.

Industrialists, capitalists, labor leaders, merchant princes, hundreds of leading newspapers, radio chains, insurance journals, women's organizations, business clubs, schools,—supplemented by nation-wide effective advertising in the public press,—one vast voluntary voice acclaimed the economic service of life insurance. And what they said and wrote was listened to by uncounted hundreds of thousands within our encircling boundaries.

Through Annual Message Week, of whose Committee Joseph C. Behan was Chairman, the institution of life insurance shines anew with the splendor of its prestige, and the strong confidence of the public in life underwriters everywhere has been augmented.

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY, President

Independence Square

PHILADELPHIA

Eastern Round Table of Life Advertisers to Meet

Some Features of the Forthcoming Gathering in New York Are Interesting

NEW YORK—Eric Hodgins, editor of "Fortune," will be one of the featured speakers at the eastern round table of the Life Advertisers Association to be held June 1 at the Hotel Pennsylvania. Another representative of the general publishing and advertising business will be V. A. Keppler, nationally known photographer. Mr. Keppler will speak on latest developments in advertising photography and will illustrate his talk with actual photographs and anecdotes from his own experience.

A major part of the meeting will be devoted to methods of promoting the use of sales promotion material in aiding the agent to use it in its most effective way.

Program Is Completed

Greetings from President C. T. Steven, Phoenix Mutual.

Promoting the Use of Sales Promotion Material, Mary F. Barger, manager sales planning Penn Mutual.

How the Agency Supervisor Can Help Get Sales Promotion Material Used, R. E. Pille, supervisor Fraser Agency, New York City, Connecticut Mutual.

Open Forum Discussion on New Angles on the Use and Purpose of Sales Material, Jerome A. Young, assistant secretary Monarch Life.

Victor A. Keppler, nationally known photographer.

Helping the Salesman Capitalize on Advertising, J. A. Peirce, assistant manager department of publicity John Hancock.

Promoting the Use of Direct Mail, N. A. White, advertising manager Provident Mutual.

Advertising That Builds Prestige for the Company and the Field Man, H. A. Richmond, manager advertising research bureau Metropolitan Life.

Public Relations in the Life Insurance Business, K. R. Miller, Life Insurance Sales Research Bureau.

Eric Hodgins, editor "Fortune" Magazine.

The theme of the meeting will be "Guides to More Effective Use of Advertising."

The Citizens National Life has applied for permission to sell and issue stock in California.

Ordinary Sales Over Two Billion Despite Decline

HARTFORD—Although current sales are 21 percent behind those of last year, the public has purchased more than \$2,000,000,000 of new ordinary life insurance coverage during the first four months of 1938, according to the Sales Research Bureau.

Sales of approximately \$500,000,000 for April represent a 27 percent decrease from last year. A comparison of April sales with those of a year ago by sections indicates a more even geographical distribution of the decrease than has prevailed previously this year. The best experience was in the west south central section, where a decrease of 16 percent was indicated. The west north central section ranked second with a decline of 19 percent. In the other sections the loss was over 20 percent.

Experience by sections and cities follows:

Sectional Sales			
	April, 1938	First 4 Months	
	Volume Ratios	Volume Ratios	
	in 1938 to	in 1937 to	
	\$1,000 1937 %	\$1,000 1937 %	
U. S. total.	\$499,656 73	\$2,050,647 79	
Sections:			
New Eng..	37,527 72	152,944 72	
Mid. Atl..	138,973 69	571,889 74	
E. N. Cent.	105,226 68	448,377 76	
W. N. Cent.	51,809 81	209,948 90	
S. Atlantic.	47,631 74	189,788 82	
E. S. Cent.	21,061 78	83,929 88	
W. S. Cent.	40,355 84	168,010 96	
Mountain..	14,413 78	57,493 89	
Pacific ...	42,661 77	168,269 86	

City Sales			
	Ratios 1938 to 1937		Year to Date %
		April %	
Los Angeles	82	86	
New York	66	71	
Philadelphia	73	72	
St. Louis	76	87	
Boston	77	78	
Chicago	71	78	
Cleveland	63	70	
Detroit	60	64	

Premium Tax in Ohio

Superintendent Bowen of Ohio has advised companies that in conformity with the famous Connecticut General Life decision, in computing premium taxes, credit may be taken for premiums ceded under reinsurance arrangements effected outside of Ohio. If such credit was not taken in the annual reports for 1937 that have been filed, adjustments may be made at the time of the payment of the last half of the tax that is due in August.

Hull Urges Protection of Consumer Confidence

Public Relations Campaign Urged by National Association General Counsel at L.A.A. Meet

ASHEVILLE, N. C. — Consumer confidence is life insurance's biggest asset, said Roger B. Hull, general counsel National Association of Life Underwriters, in discussing "Our Problem in Public Relations" at the Southern Round Table of the Life Advertisers Association here. If this confidence is shaken the millions in assets and hundreds of billions of life insurance in force and all the home office ability and integrity will count for less and less, said Mr. Hull.

Appeal of Yellow Books

Mr. Hull told of the susceptibility of the public to "yellow" books. The public won't buy books telling of the constructive work done.

In public relations life insurance should take steps to insure against future misunderstanding about the business before the public has been sold on these antagonistic attitudes. Public relations cover the problems of why and how people think as they do. Grievances, imaginary or real, must be given consideration. The answer to them is not simply a dignified silence. Let life insurance speak for itself.

Educate Public on Fundamentals

Mr. Hull's idea of public relations is not to answer the muckrakers but to provide an established method of educating the public as to the fundamental meaning and character of life insurance.

It is not simply the ignorant man who is gullible in the life insurance attacks, but the intelligent buyer and owner of life insurance has his curiosity aroused, said Mr. Hull.

A public relations program should provide writers and speakers with information so that there will be no chance they will make unintentional misstatements. Constructive articles and favorable publicity regarding life insurance do not just happen. They are usually the result of lengthy interviews and information which is provided the public by responsible persons in the life insurance business.

New Indiana Directory Replete with Information

The Underwriters' Hand-Book of Indiana for 1938 has just come from the press of THE NATIONAL UNDERWRITER. This is the oldest state insurance directory in the west, the first issue having been published in 1891 and this is the 28th edition.

It brings up-to-date the situation in Indiana insurance-wise and gives the complete list of all agents licensed by the insurance department together with the companies they represent, a list of the companies operating in the state together with their officers, financial statements, field men, etc., as well as statistical information showing the record of insurance in the state for the past several years for fire, life and casualty insurance. The book is most complete in all respects and covers all branches of the business fire, casualty and life, mutual, stock and reciprocal.

Cutting Down Agents

There were 3,744 licenses for legal reserve life companies and 55 for assessment companies. A noticeable trend on the part of life companies to cut down the number of agents, which were 4,402 in 1935 and dropped to 3,244 in 1937, is that in 1938 there was an increase of 500 agents of life companies, the number this year being 3,744, as compared with 3,244 last year. Part of this increase is taken up by the fact that the Hoosier Farm Bureau Life licensed 117 agents, but nevertheless the trend has definitely changed.

Life insurance paid for in 1937 was \$466,850,866, as compared with \$453,212,210 the previous year, and insurance in force increased from \$2,425,779,495 to \$2,667,865,176.

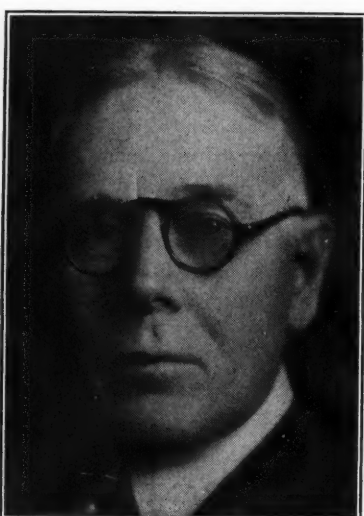
Want Savings Bank Plan

NEW HAVEN, CONN.—As a result of the "Young Democratic" conclave in New Haven, the Democratic party will be asked to include in its program the establishment of savings bank life insurance. This recommendation, rejected by the resolutions committee, was carried on to the floor where it was adopted, with a large majority. This bill passed the Connecticut senate last year by a substantial margin, but was buried when it reached the house.

OFFICE MANAGEMENT ASSOCIATION DOWN SOUTH



RICHARD BOISSARD



C. A. CRAIG



JOHN F. RUEHLMANN



L. D. RAMSEY

At the meeting of the Life Office Management Association southern special conference at Nashville this week, Richard Boissard, vice-president of the

National Guardian Life, who is president of the organization, will make the opening remarks. Other prominent speakers are Vice-president John F.

Ruehlmann, vice-president Western & Southern Life, and L. D. Ramsey, secretary Business Men's Assurance. C. A. Craig, chairman of the board of the Na-

tional Life & Accident, will give the welcome. A large attendance was anticipated due to the growing interest in more efficient home office methods.



• • To have and to hold • •

When you have a life insurance policy you hold the certainty that your loved ones will be protected. You have membership in an institution which has survived depressions, wars and plagues. You have the security that comes from a multitude of people combining their resources. In insurance on a permanent plan, you have a value which increases the longer you hold it.

Thomas T. Parkinson
PRESIDENT



THE EQUITABLE

FAIR — JUST

LIFE ASSURANCE

SECURITY — PEACE OF MIND

SOCIETY

MUTUAL — COÖPERATIVE

OF THE U.S.

NATION-WIDE SERVICE

LIFE INSURANCE QUESTION BOX

Q. What chance has your child of becoming fatherless before reaching 17?

A. A child at birth has about one chance in ten, on the average, of becoming fatherless before the age of seventeen. Life insurance can guarantee funds for *your* child's education, regardless of chances.

Q. Which country leads in ownership of life insurance?

A. The United States. With only 7% of the world's population, people here have 70% of the life insurance.

Q. Why does the United States lead?

A. Largely because of the work here of life insurance agents. These thousands of men and women, by their patient activity, have helped make life more secure.

Q. How much life insurance should you have?

A. It depends on many personal factors, such as the number and ages of your children, your own age, the amount of your savings, etc. Ask an Equitable agent to work out the answer.

The Equitable welcomes questions concerning life insurance. Your note to "The Equitable Counselor" at 393 Seventh Ave., New York, N. Y., will receive prompt attention by mail.

Consideration of Syphilis Before A. L. C. Medical Men

Annual Section Meeting at Asheville, N. C., to Hear Government Official on "Cures"

Among life insurance policyholders, it is estimated by medical officers, there is up to 2 percent of syphilitics owning standard policies, although applicants known to have the disease are rated up, if they can secure any insurance at all. This figure compares with an estimated 10 percent of the general population so infected.

National emphasis on unremitting work to control the disease has caused the subject to be placed on the program of the annual meeting of the Medical Section, American Life Convention, at Grove Park Inn, Asheville, N. C., June 16-18. Dr. Albert E. Russell, assistant surgeon general U. S. Public Health Service, Washington, has been secured to give an address on "Prognosis of Properly Treated Syphilitics."

Syphilis is an acute problem in life underwriting, because it causes so many systemic disturbances, such as diseases of the brain, heart and blood vessels which cause premature death. Life company medical directors are convinced that no method has been developed which will completely eliminate syphilis in all cases, even though it is popular belief that "cures" are effective. Cures may merely retard progress of the disease so it becomes latent. Many early cardiovascular deaths among life insurance policyholders are ascribed by medical officers to syphilis which was not recognized earlier when the risks were accepted.

Wassermann Not Practical

Social stigma accompanying the disease is extreme, therefore applicants do not want to admit the fact. Life companies could demand a Wassermann test from applicants, but hesitate to do so for one reason, because of liability which might be incurred if infection followed taking the test sample of blood.

Syphilitics are not insured on standard basis knowingly by life companies, but if the disease is latent may be written by rating up considerably. Experience of life companies generally has been that among persons with known history of

syphilis, even when classified as cured, more and earlier deaths occur. The spirochete especially attacks cerebrospinal and circulatory tissues and the aorta.

The Medical Section program is nearing completion in the hands of Dr. M. B. Bender, medical director Guardian Life, program chairman, assisted by Dr. W. E. Thornton, second vice-president and medical director Lincoln National Life, Ft. Wayne, Ind., chairman of the section, and Dr. B. F. Byrd, secretary, who is assistant medical director National Life & Accident. Dr. Bender is a member of the section's board of managers.

Two Lead Discussion

Dr. F. T. Hallam, assistant medical director State Life of Indiana, and Dr. Joseph Travenick, Jr., medical director Life & Casualty, are to lead formal discussion of Dr. Russell's paper. Members will be assigned to deliver prepared discussions, and there will be open discussion from the floor.

A number of fine prizes have been provided for the annual golf tournament, which, as usual, Dr. Henry Wireman Cook, vice-president and medical director Northwestern National Life, will arrange. There will be a dinner-dance during the meeting, and an entertainment program has been provided for ladies in attendance.

The Medical Section in going to Asheville this year selects for the second successive year a mountain health and recreation resort. The 1937 meeting was held at Colorado Springs.

E. M. Kirby in New Post

E. M. Kirby has resigned as manager of the sales promotion department of the National Life & Accident of Nashville, to become public relations director of the National Association of Broadcasters with headquarters at Washington, D. C. He has for some years been especially interested in radio work and was sales promotion manager for the National Life's 50,000 watt station W.S.M. He has produced a half a dozen station programs a week and has supervised other programs for the National Life & Accident placed on the west coast. He went with the National Life & Accident in 1933.

Monarch Life "At Home"

The Monarch Life of Springfield, Mass., moved into its new home office building Monday but will not hold the formal dedication until Aug. 15.

T. M. Riehle Warns Against Loading Steering Committee With Past Presidents

T. M. Riehle of New York has made public a letter that he has addressed to O. D. Douglas of San Antonio, chairman of the nominating committee of the National Association of Life Underwriters, in response to Mr. Douglas' invitation for suggestions from members. Mr. Riehle is manager for Equitable Society and has twice served as president of the National association.

Mr. Riehle states that he does not desire reelection as a national trustee. He states there should be frequent changes in the personnel of the board and that the turnover of the members should be speeded up.

Mr. Riehle observes that under the by-laws the immediate past president automatically serves one year as a trustee. Under certain circumstances it might be advisable to elect that man for a further term of two years, but for not more than that period without an intervening lapse of time thereafter, either of one or two years. He said the committee on by-laws should consider this point.

Much Talent Available

Mr. Riehle warns against creating a situation whereunder the membership would get the impression that any group "was holding a kind of permanent balance of power."

He said there is much talent in most local and state associations for national office. He mentioned, by way of illustration, certain New Yorkers, they being L. A. Cerf, Jr., manager Fidelity Mutual; Dana Clark, independent agent; C. P. Dawson, associate general agent New England Mutual; G. A. Eubank, manager Prudential; Harry Gardiner, general agent John Hancock; F. W. Pennell, State Mutual; C. L. Post, independent agent; H. A. Schmidt, general agent New England Mutual; Harold Taylor, manager Mutual Life; A. V. Youngman, associate general agent Mutual Benefit.

When a man has completed a term as president, he should no longer be shouldered with administrative tasks and the board should consist of younger blood who are eager for the work ahead, he said.

The past presidents can make their influence adequately felt through the com-

Research Bureau Southern Rally Held in Asheville

Agency executives of life companies throughout the south gathered at Asheville, N. C., last week for the annual southern conference of the Life Insurance Sales Research Bureau. The meeting took place one day prior to the annual convention of the Southern Round Table. Most of those who went to the Round Table arrived a day early so as to attend the Research Bureau conference. This resulted in an attendance of nearly 60. John Marshall Holcombe, Jr., head of the Sales Research Bureau, presided at the session.

Speakers were A. E. Archibald, actuary Volunteer State Life; Karl Ljung, Jr., secretary Jefferson Standard; Guilford Dudley, vice-president Life & Casualty; A. J. Davis, National Life & Accident; Robert L. Maclellan, vice-president Provident Life & Accident; John W. Murphy, supervisor Life of Virginia, and K. H. Miller, consultant Sales Research Bureau.

There was a get-together banquet with Charles C. Fleming, Life of Virginia, as toastmaster. The principal speaker was John P. Williams, educational director American College of Life Underwriters, whose topic was "The C. L. U. Today and Tomorrow." A song recital was given by Elda Vettori, formerly of the Metropolitan Grand Opera, who was accompanied by Blanche Loftain.

mittee of past national presidents, Mr. Riehle declared.

Mr. Riehle is voicing the sentiment of a good many leaders in the association who feel that if several of the trusteeships are held by past presidents, the opportunity is curtailed for others to assume leadership and develop into suitable timber for secretary, vice-president and president.

Robertson Declares Present Insurance System Adequate

KANSAS CITY—The present system of privately conducted insurance supervised by a state administrative agency can fairly and competently meet the insurance needs of the public, Superintendent Robertson of Missouri declared in a talk before the Missouri Insurance Council meeting here. Managements which conduct their business according to law will not have difficulties, but those who do not may expect trouble with the department. Agents who recognize the public nature of their profession similarly never will be at odds with the department, but those who refuse to meet their public responsibilities will not knowingly be licensed.

Closing Receiverships

Superintendent Robertson said when he entered the department last October he found some depression wreckage, there being 38 receiverships, some active and others which had been dormant for years. Since then, he said, 18 have been closed, and seven others will be closed within two months. He estimated an additional seven can be closed in the next eight months and the remaining six are being actively prosecuted but it is not possible to estimate how much time will be required to wind them up.

There is no Missouri company operating under a moratorium today, he said. He asked for cooperation of all groups in assisting the department in its effort to make sure that privately conducted insurance under state regulation meets the test of the times. Mr. Robertson said sound companies and fair agents cannot render their best public service unless unsound companies and unprincipled agents are prohibited from competing with them. The department will not tolerate operation of unsound companies in Missouri or unlawful agency practices.

NATIONAL LIFE AND ACCIDENT MEN



C. R. CLEMENTS



E. W. CRAIG



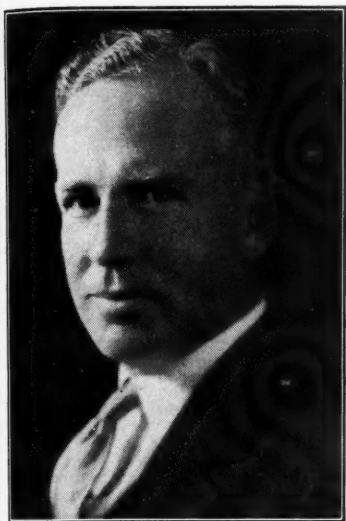
E. B. STEVENSON

Much interest was taken by the fraternity in the promotions made by the National Life & Accident of Nashville. C. R. Clements, executive vice-president, becomes president. He is a member of

the original group of executives and has served the company from the start. E. W. Craig, vice-president in charge of the industrial department, becomes an executive vice-president. E. B. Stevenson,

vice-president in charge of the ordinary department, also becomes an executive vice-president. These three men are conscientious and capable, and have given evidence of their administrative ability.

Named New President of Actuarial Society



RAY D. MURPHY

Ray D. Murphy, vice-president and actuary of the Equitable Society, is the new president of the Actuarial Society of America. He was elected at the annual meeting, succeeding M. A. Linton, president Provident Mutual. Elected as vice-presidents were E. W. Marshall, vice-president and actuary Provident Mutual and James D. Little, vice-president Prudential. O. W. Perrin, associate actuary Penn Mutual, is the new treasurer.

J. B. Maclean, associate actuary Mutual Life of New York, was re-elected secretary and J. R. Larus, vice-president and actuary Phoenix Mutual Life was re-elected editor.

New members of the council are J. D. Buchanan, assistant general manager and actuary London Life of Canada; B. D. Flynn, vice-president and actuary Travelers; J. M. Laird, vice-president and secretary Connecticut General; F. D. Kinke, assistant actuary, Prudential; and H. S. Beers, vice-president Aetna Life.

Mr. Murphy, the new president, has written numerous papers and delivered many addresses on underwriting and actuarial subjects and is co-author of an actuarial study entitled "Construction of Mortality Tables from the records of Insured Lives." He has always been interested in education and some years ago conducted lectures on the mathematics of investment problems at New York university.

Mr. Murphy is a native of Springfield, Mass., and was graduated from Harvard university in 1908. Soon afterwards he took up actuarial work with Massachusetts Mutual Life and later became actuary of Hartford Life, a company which subsequently reinsured most of its business with Missouri State Life. Mr. Murphy was at St. Louis for a time assisting in the merger but in 1913 he returned east as assistant actuary of the Equitable.

More and more actuarial work was placed under his direction and as a result of the reorganization of the bureau of insurance, which was made necessary by the introduction of accident and health insurance, the bureau of issue was placed under his jurisdiction. In 1919 Mr. Murphy was made an associate actuary and later that year was appointed executive assistant. He became second vice-president and associate actuary in 1923 and in 1930 was appointed vice-president in charge of the newly created underwriting department, which combined in one unit the bureau of issue, the medical department and the inspection bureau. In June, 1936, following the retirement of Robert Henderson as vice-president and

actuary, President Parkinson appointed Mr. Murphy to that position.

"Dry Goods Journal" Position

Arthur I. Boreman, publisher of the "Dry Goods Journal," states that his publication has no interest in the activities of the Policyholders Service Bureau of Des Moines of which he is the owner. It is the Policyholders Service Bureau and not the "Dry Goods Journal" that is serving as intermediary in the making of loans on life insurance policies through trust companies. THE NATIONAL UNDERWRITER in the May 6 edition gave the impression that this was a service performed directly by the "Dry Goods Journal."

The "Dry Goods Journal" has published information about the services being rendered by the Policyholders Service Bureau, stating that Mr. Boreman owns and controls the latter. The "Dry Goods Journal," Mr. Boreman states, does not receive one cent, directly or indirectly, from any life insurance work of any kind or any life insurance service that might be rendered. The loans are placed by the service bureau. The service bureau has connections with trust companies and banks in connection with policy loans, but the "Dry Goods Journal" has no such connection, he states.

A number of years ago, Mr. Boreman states, he was in close touch with a life insurance actuary and gained through him a training in the actuarial side of life insurance and Mr. Boreman states that this has been more or less of a hobby with him for some time.

Pinson to Occidental Life

F. H. Pinson has been appointed general agent Occidental Life at Shreveport, La. He is a native of Arkansas, who in 1926 joined the Aetna Life in Shreveport, La., which company he now resigns.

Mr. Pinson is active in civic affairs at Shreveport and past president Shreveport Life Underwriters Association.

NEWS OF WEEK

Commissioned agents' status under U. S. and states' social security acts well clarified as "independent contractors," Ralph H. Kastner, associate counsel A. L. C., tells Health & Accident Underwriters Conference. **Page 1**

* * *

Superintendent Pink of the New York insurance department brought a hopeful message in his talk to the New York Association of Local Insurance Agents. **Page 1**

* * *

Hobbs elected president of the Illinois Life Underwriters Association. **Page 1**

* * *

National Security Life launched as running mate of Business Men's Assurance. **Page 1**

* * *

Public relations are discussed at mid-year meeting of Insurance Advertising Conference in New York. **Page 3**

* * *

Public relations discussed at Southern Round Table meeting of Life Advertisers Association. **Page 3**

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The 1938 **Unique Manual Digest** is shortly to come from the press of The National Underwriter. **Page 2**

* * *

Fred D. Strudell has been elected vice-president of the Central States Life of St. Louis. **Page 21**

* * *

Consideration of outcome of syphilis "cures" subject on A. L. C. Medical Section annual meeting program at Asheville, N. C., June 16-18. **Page 6**

* * *

Program is announced for the eastern round table meeting of the Life Advertisers Association in New York City. **Page 4**

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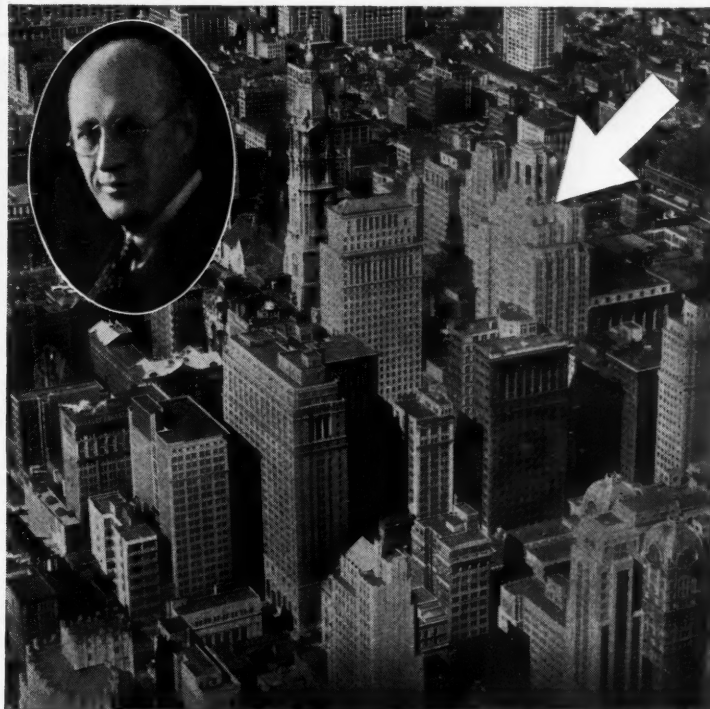
Agricultural Life placed under Commissioner Gauss as conservator. **Page 18**

* * *

The **Maccabees of Detroit** announces double indemnity liberalization and increase of dividends. **Page 25**

* * *

Walter E. Webb, vice-president Hercules Life, retires from the Sears, Roebuck & Co. organization. **Page 12**



FAIRCHILD AERIAL SURVEYS, INC., N.Y.C.

MEET THE PARET AGENCY OF PHILADELPHIA

When in 1938 Philadelphia Underwriters set out to honor the man whose contribution to the welfare of life underwriters was most outstanding they naturally selected Louis F. Paret, Provident Mutual General Agent, just as they had selected Dr. S. S. Huebner for the first such honor in 1937.

For Louis F. Paret has put into practice what he has preached in the Association. One of the real veterans among Provident field men, his agency is distinguished for its high average policy, its fine quality of business, its low lapse rate, its consistent production, and the outstanding caliber of its representatives.

In 1937 the Paret Agency led all agencies of the Company in increased insurance in force (excluding death claims and maturities) and stood second in new business. A higher percentage of its men qualified for membership in the Leaders Club than was qualified from any other agency.

Why is this agency an outstanding one? Not only because of its unique prospecting service, its direct mail bureau, its prestige-building plans, its well-trained supervisors, but also because of the warm heart and inspiring leadership of the man who has made it his life work since March 1, 1910.

PROVIDENT MUTUAL
LIFE INSURANCE COMPANY OF PHILADELPHIA
Pennsylvania • Founded 1865

O. D. Douglas Kills Move in His Behalf for Nomination As National Trustee

The movement that was started by a number of Texas leaders to have O. D. Douglas of San Antonio nominated and elected as a trustee of the National Association of Life Underwriters has been discontinued, at the instance of Mr. Douglas.

O. P. Schnabel, Jefferson Standard Life, San Antonio, who headed the movement, has issued a statement in the matter. Mr. Douglas, who is state manager for Lincoln National Life, was elected chairman of the nominating committee of the National Association at the midyear meeting in Richmond. Presumably, Mr. Douglas was embarrassed by that circumstance. Mr. Schnabel has made public a letter from Mr. Douglas:

"I sincerely appreciate the friendship and confidence which prompted a committee of San Antonio life underwriters and 15 of our Texas life underwriters associations to sponsor me as national trustee. However, I want to state frankly and definitely that I knew nothing about the intention of my friends to offer me as trustee.

"I was elected as a member of the committee on nominations and under no circumstances will I let my name be put forward for any office at the Houston convention.

"Inasmuch as Texas is to be honored by having the National association convention in Houston this year and, since we have been further honored by having as our national president O. Sam Cummings of Texas, I feel that Texas has been accorded all of the consideration to which it is entitled this year."

Mr. Schnabel stated that Mr. Douglas' candidacy was endorsed by 16 Texas associations. Every past president of the Texas and of the San Antonio associations were making plans to draft

Acacia Has Window Display



The Acacia Mutual Life's special exhibit in the Chesapeake & Potomac Telephone Company window in Washington, shown above, has created much

attention. So popular is the space that exhibits are contracted nearly two years in advance and business concerns vie with each other for reservations.

him for service. Mr. Douglas made his statement at the gathering in San Antonio, attended by 200, where appreciation was given for the services of Mr. Douglas in organization work in his state.

Mr. Schnabel issued a statement, saying that when Mr. Douglas discovered that a committee was quietly working to draft him as a candidate for trustee, he requested that his name be withdrawn. The committee, however, continued with its work. In the past, he said, it has been necessary to draft Mr. Douglas for various association offices and each time he has done an outstanding job.

"In view of Texas being the host for the National convention this year," Mr. Schnabel said, "the committee is reluctantly acquiescing to his wishes, but in

doing so, we are only postponing the drafting of him for National service."

Great Southern Life Picnic

The Great Southern Life of Houston always has an annual picnic and dance. It was held at Sylvan Beach Park and there were over 500 in attendance. A barbecue dinner was one of the big features. Sylvan Beach Park is about 30 miles out of Houston. There were all sorts of contests. The winners in the entries in the Great Southern life's revue were Mildred Jurries, first, claim department; Rebecca Chambliss, second, executive department, and Holly Gantt, third, files. Donald McKee and Carlton Smith wrote a home office song to the tune of "Oh! Susanna." The whole affair was a big success.

Famed British Actuaries Invited to Attend Meeting of Institute and Society

NEW YORK—British actuaries who are fellows of the Institute of Actuaries of England and of the Faculty of Actuaries of Scotland have been invited to attend the joint meeting of the Actuarial Society of America and the American Institute of Actuaries which will be held at the Waldorf-Astoria Hotel, New York City, Oct. 5-7. Arthur Hunter, vice-president and chief actuary New York Life, is chairman of the committee in charge of arrangements in connection with the visit of the British actuaries to this country.

It is expected that at least 25 of the leading actuaries of Great Britain will attend, including such outstanding figures as Sir William P. Elderton, general manager and actuary of the Equitable of London; H. J. P. Oakley, president of the English Institute of Actuaries, and G. S. W. Epps, chief government actuary. The party will debark in Canada and will be entertained by Canadian insurance men in Montreal and Toronto. The next stop will be Niagara Falls. During their stay the actuaries will visit Washington, although it is undecided whether this will be before or after the New York meeting.

In New York there will be an opportunity to visit the world fair. Plans for entertainment, however, are not yet complete.

No set papers are planned for the meeting but there will be general discussions, among which social insurance, including unemployment insurance and old age benefits, is certain to have a prominent part.

The committee of which Dr. Hunter is chairman includes the presidents, secretaries, and entertainment chairman of both American organizations, together with other prominent American actuaries.



Home Office
NORTHERN LIFE TOWER
Seattle, Wash.

D. B. Morgan, President

COMPLETE PROTECTION for your POLICYHOLDER

- \$2500.00 Life Insurance (Ordinary Life, all forms of life ins. issued)
- 5000.00 Accidental Death.
- 7500.00 Automobile Accidental Death.
- 100.00 Per month Indemnity for any Accident or Sickness and in addition Hospital Benefits and Specific Indemnity for loss of hands, feet, or eyes.

Premiums at Select Classification

	Annual	Quarterly	Monthly
Age 20	\$ 71.33	\$18.71	\$6.40
Age 30	84.55	22.18	7.60
Age 40	106.63	27.98	9.60

Under this and similar policies the Company has paid 70,000 claims.

For direct contracts with Home Office in the states of Minnesota, Missouri, Nebraska, and Kansas communicate with

NORTHERN LIFE INSURANCE CO.

Established 1906

Assets, \$17,222,571.00

Life Ins. in Force \$100,464,605.00
Including A. & H. \$144,202,025.00

Great-West Life Official Is Taken by Death



C. C. FERGUSON

C. C. Ferguson, general manager of Great-West Life, Winnipeg, died following a period of several months in which his health was failing. Funeral services were held Monday, many officials of other companies and public dignitaries as well as executives and field men of the Great-West attending.

Mr. Ferguson last year observed his 30th year with the company. He was born at Marshfield, P.E.I., March 10, 1878. He was educated there and in Prince of Wales College and McGill University.

He joined the actuarial department of the Canada Life in 1900 and was appointed actuary of the Great-West in 1907. Mr. Ferguson was elevated to general manager in 1915 following the death of J. H. Brock. He was a fellow of the Actuarial Society of America and associate of the American Institute of Actuaries.

Mr. Ferguson had varied interests, being director of the Northern Trusts Company, Manitoba Cattle Loan Company and Winnipeg Foundation. His son, Donald R. is supervisor field service Great West Life. Another son, Blair, is connected with the investment department of the Canada Life at its home office.

State Mutual Rally

BOSTON—State Mutual Life representatives from all parts of New England to the number of over 100 gathered here for a regional meeting to discuss problems current. General Agent J. B. Clark of Boston was host and some 15 home office officials, headed by President Chandler Bullock were in attendance.

President Bullock opened the sessions with a talk on "These Interesting Days." Vice-president Stephen Ireland spoke on "Our Company." Actuary Richard C. Guest gave "An X-Ray of Policy."

Assistant Superintendent of Agencies J. H. Eteson presided over one session and Vice-president Ross B. Gordon headed off with a talk on "Life Inspection Reports—Why?" Among the additional company officials present were Finance Committee Chairman G. W. MackIntire; Actuary C. R. Fitzgerald; Secretary N. P. Wood; Treasurer D. W. Campbell; Medical Director Hiram H. Amiral; Asst. Medical Director E. B. Bigelow; Assistant Supervisor of Applications A. B. Paisley; Statistician W. H. Cunningham; Comptroller E. A. Denny; Assistant Secretary R. H. Hayes.

Sales-making facts and figures are given in the Little Gem Life Chart.

"Married Woman" Decision in Wisconsin Causes Dismay

Many life insurance people in Wisconsin are dismayed by the well publicized decision of Circuit Judge Kleczka in Milwaukee that a person insuring his life for the benefit of a married woman may not change the beneficiary without her consent even though the right to change the beneficiary was reserved or permitted by the terms of the policy. Section 246.09 of the Wisconsin statutes governs the rights of married women to policy proceeds, protecting them against claims of creditors, etc., and contains some other language that is susceptible to the construction that Judge Kleczka places upon it. The law was amended in 1931, mainly by inserting the language "whether or not the right to change the beneficiary was reserved or permitted by the terms of the policy." Judge Kleczka upheld the validity of the amendment. There has been a line of decisions growing out of this statute but apparently the courts in the past have dodged the issue that Judge Kleczka faced.

M. J. Cleary, president Northwestern Mutual Life, whose opinion was solicited on the effect of the decision, said that his company had understood that the law gives wives a vested right in insurance naming them as beneficiaries, but if the decision refers to any married woman that is different and Northwestern Mutual will study it.

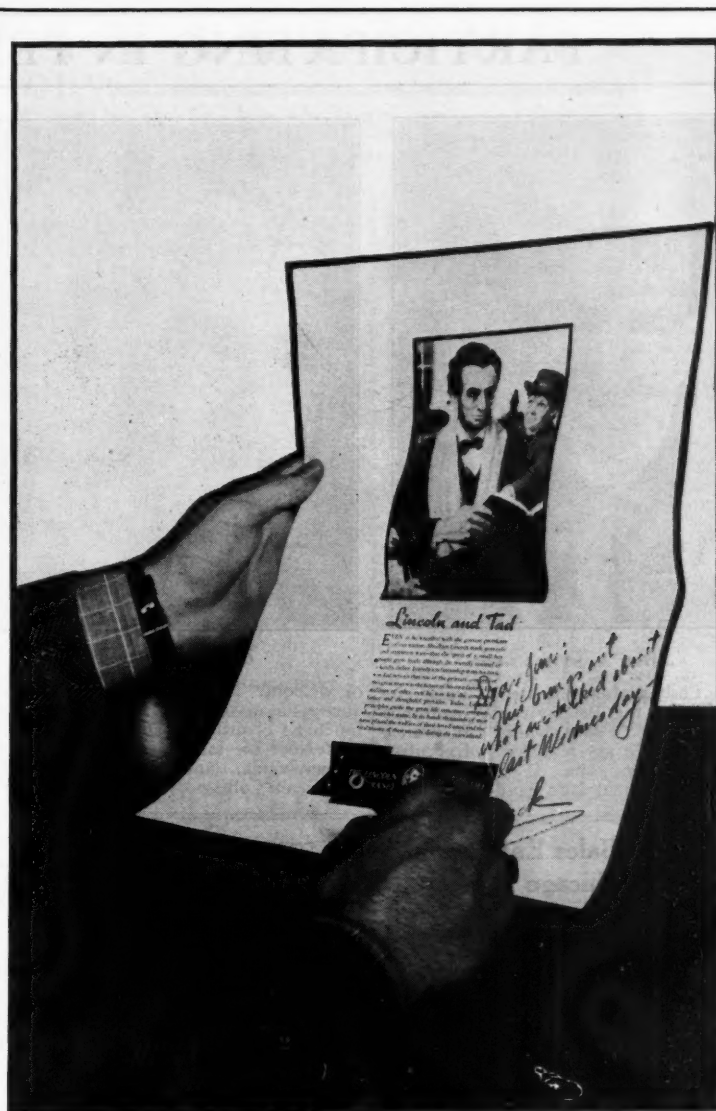
Carl Taylor, secretary Wisconsin Building & Loan League, said that building and loan associations have known about this law and have been demanding the wives' approval of assignment of insurance policies.

Decision has not been reached as to whether an appeal will be taken. H. R. Neubauer, defense attorney, outlined some of the possible consequences of the decision. For instance, if an unmarried youth names his mother as beneficiary and then marries, he could not change the beneficiary to his wife without his mother's consent. If such a mother becomes widowed, she then no longer could be considered married and would lose her rights.

If a brother names a married sister and an unmarried sister as beneficiaries, he could not change the beneficiary so far as the married sister is concerned. A man could not get a loan on his policy even to pay the premiums, unless his wife agreed. Policies that are assigned to secure mortgages could not be collected by the mortgage holder unless the married woman beneficiary agreed to the assignment. Men could not set up trust funds to include insurance naming married women even if the purpose be the protection of the entire family, unless the beneficiary agreed. There would be a question of the status of insurance where a woman had been named beneficiary when she was single and later married.

Annual Policyholders' Month

All New England Mutual Life agencies are making preparations for the celebration of Policyholders' Month during June. Each June the company brings to the attention of all policyholders, by direct mail methods and personal solicitation by agents, the importance of reviewing their life insurance to see that provisions in policies are arranged in accordance with current needs and wishes. June is the 27th anniversary of this month. The New England Mutual Life keeps very accurate check on policyholders who have changed their place of residence. Cards bearing this information are sent to the agency in the territory in which the policyholder has moved. New England Mutual agencies usually experience their best month in June, which is contrary to lower production generally. The company offers a number of prizes for best production records.



THEY BUILD PRESTIGE! And Punch Up Prospects, Too!

Reprints of advertisements in national magazines such as the Saturday Evening Post, Time, and the National Geographic are available to LNL men. Each ad discusses a sales plan currently being stressed. A reprint sent to a prospect with a pencilled personal note—"Dear Jim—This brings out what I talked with you about last Wednesday"—becomes a powerful piece of Direct Mail. Their use builds the Company, the man, and the sale.

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NATIONAL LIFE
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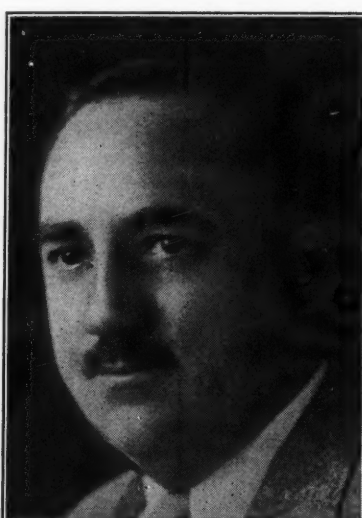
ITS NAME INDICATES ITS CHARACTER

PARTICIPATING IN PENNSYLVANIA PROGRAM



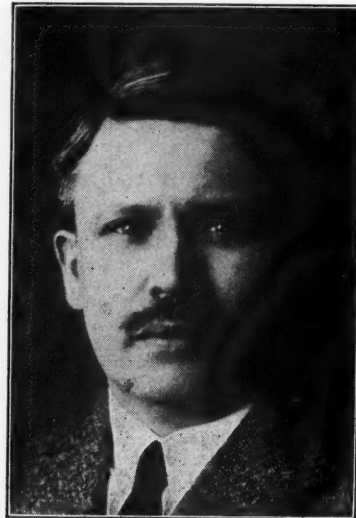
JOHN A. STEVENSON

At Philadelphia this week, under the auspices of the Pennsylvania Insurance Federation, "Pennsylvania Insurance Days" are being featured. Executive Vice-president John A. Stevenson of the Penn Mutual Life gave the address



OWEN B. HUNT

of welcome Thursday morning. Insurance Commissioner Owen B. Hunt was luncheon chairman. Dr. S. S. Huebner, professor of insurance University of Pennsylvania, and president of the American College of Life Underwriters,



DR. S. S. HUEBNER

spoke at the luncheon. Thomas M. Scott of Philadelphia, chairman of the Philadelphia Life Underwriters Association million dollar round table committee and former chairman of the National association round table, will bring



THOMAS M. SCOTT

greetings to the life insurance sales congress Friday afternoon. He is the leading personal producer of the Penn Mutual in Philadelphia. Much interest is always taken in "Pennsylvania Insurance Days."

Prominent Sales Engineer Addresses Chicago Agency

Charging life insurance companies, general agents and field men with joint responsibility in ridding the business of unqualified representatives, John W. Chamberlain, sales and industrial engineer of South Bend, Ind., told members of the E. W. Hughes agency Massachusetts Mutual Life, Chicago, that new tactics should be adopted to get greater respect from buyers. Mr. Chamberlain, 29, is one of the largest buyers of insurance in the country and has been responsible for the development of many useful, everyday necessities.

"I have classified the life insurance men who have come to see me by types," he said. "First there's the school boy type who knows only the first 10 pages of the rate book; then the small-policy peddler; the grandpa salesman, the man who has been unsuccessful in every other business and comes into life insurance as a last resort; the part-timer; the 'career' man; the 'expert,' who knows the figures cold, and the follow-up type. He's the fellow that comes in with his pen uncapped and has the doctor in the hall." All such agents are harmful to the business, he said, and companies should eliminate them.

Mr. Chamberlain was introduced by Frank T. Chase, Indianapolis agent of the Massachusetts Mutual. E. Leo Smith, general agent in Indianapolis, was also present. A number of Chicago general agents and brokers were guests of General Agent Hughes at the meeting.

Urges More Rigid Laws

LANSING, MICH.—Tightening of Michigan insurance laws, especially as they pertain to the conduct of company executives, will be asked of the next legislature by Commissioner C. E. Gauss. The commissioner intimated that inadequacy of the present statutes had been revealed in connection with the protracted American Life custodianship hearing, the Agricultural Life case, in which the department has been granted a conservatorship, and kindred matters.

Mr. Gauss said that Michigan "is among the states having good insurance laws, designed to protect the insurance buyer," it should "go still farther and keep up with some of the eastern states that have even more stringent codes."

The commissioner said his department and that of the attorney general are working on proposed revisions in the code for submission to the 1939 lawmakers.

California Program Arranged

President Cummings of National Association to Address State Rally in San Francisco

SAN FRANCISCO—A major portion of the program of the annual meeting of the California State Association of Life Underwriters to be held June 26-28 will be devoted to discussion helpful to incoming presidents of the 13 local associations who automatically serve on the state board. In most instances election of local officers is held in June and these new heads will discuss mutual problems with O. Sam Cummings, president National Association of Life Underwriters, who is to be one of the principal speakers.

The first day will be devoted to a meeting of the executive committee, officers and board. J. H. Cowles, Provident Mutual, Los Angeles, is state president and Mr. Cowles, with the following officers, constitute the executive committee: J. H. Hines, Minnesota Mutual, Sacramento, vice-president; George Mortensen, Equitable, Oakland, secretary-treasurer; C. E. Bell, New York Life, Los Angeles, executive committee-man southern district, and K. L. Brackett, John Hancock, executive committee-man northern district.

Morning and afternoon sessions will be held Monday, when committees will report. A program to assist local association officers will be arranged. Mr. Cummings will speak at luncheon Monday and it is expected Commissioner Carpenter also will address the meeting. There are no evening sessions planned and the meeting will close Tuesday noon.

Cincinnati Agency Leader

The Cincinnati ordinary agency of the Prudential under Manager R. Q. Milstead is first among agencies of the ordinary department in paid for business proportionate to allotment. Theodore Heck of the agency is first in production among all agents of the ordinary department.

Benson Is Elected Head of Cincinnati Organization

CINCINNATI—J. C. Benson, Union Central, was elected president of the Cincinnati Associated Life General Agents & Managers; R. C. O'Connor, Reliance Life, vice-president, and G. T. Kennedy, Lincoln National, secretary-treasurer. Mr. Benson came to Cincinnati as assistant superintendent of agencies for the city office and was made manager of the home office agency six months later.

Assessment Liability Limited

In Naderhoff vs. Prudence Mutual Life Insurance Association, the California district court of appeals, third appellate district, decided that the beneficiary was not entitled to the face amount of the insurance certificate but only the amount that the insurer was able to raise in a postmortem assessment. The certificate was in the amount of \$2,000 with provision for \$3,000 recovery in the event of accidental death. The insured was killed in an automobile accident.

Prudence Mutual levied an assessment against its members, being for three persons deceased, including Naderhoff, and raised \$2,747. One-third of that amount was tendered to Naderhoff's widow. The assessment was not levied until about five months after Naderhoff was killed.

The liability of Prudence Mutual depended upon the amount of money raised upon an assessment to pay a death claim and is limited by such amount, the court stated. It became necessary to space the levies. The membership was falling off rapidly. The directors necessarily must take into consideration the financial status of the association and the response of members to assessments.

Holds Minor Can't Give Note

LINCOLN, NEB.—Insurance Director Smrha has notified all life and accident companies operating in the state that until the state supreme court passes on the question, a note or other obligation taken for a premium from a minor over the age of 10 years should also be signed by the parent, guardian or person liable for such minor's support.

At the last session of the legislature, insurance interests secured the passage

of a law providing that a minor 10 years or over should not, by reason of such minority, be incompetent to contract for or with respect to insurance on life, bodily injury, accidental death or sickness disability. Whether this gives a minor authority to execute negotiable paper is the question.

May Have Special Train

In connection with the convention of the National Association of Insurance Commissioners in Quebec City from June 15-17, the special trip to the Saguenay will leave Quebec Saturday morning, June 18, returning Sunday evening. If 100 through passengers to New York can be guaranteed, the Canadian Pacific Railway, in conjunction with the Delaware & Hudson Railway, will operate a special train leaving Quebec after the arrival of the Saguenay boat and reaching Grand Central Station about 8 a. m. Monday. All those attending the convention will be contacted the first day at Quebec, when the number of passengers intending to return to New York Sunday night will be ascertained and plans made accordingly.

Campaign Proves Big Success

Producers of the Edmund E. Lamb agency Columbian National Life, Chicago, were tendered a dinner at the Bismarck Hotel to celebrate results achieved in a one months' production contest. A total of 127 applications on both life and accident business were turned in during the period with a particularly good showing being made in selling the latter coverage. Each agent was required to write eight or more applications in order to qualify for the dinner.

Last year the agency stood fourth among all Columbian National agencies. During April the agency improved its standing, going into third place in paid life and accident business.

Only 40 Mutual Benefits Left

The number of Illinois mutual benefit associations that are now licensed is only about 40. When Insurance Director Palmer first took office there were about 150 of these outfits in existence. Mr. Palmer right along has been closing down on the irresponsible operators whenever he has found an opportunity.

PROPERTY MANAGEMENT DIRECTORY

• The property management firms whose names are shown on this page have been selected after careful investigation. They have the recommendation and endorsement of The National Underwriter.

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INDIANA

PROPERTY MANAGEMENT

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W. A. Brennan Agency Corporation
428 Illinois Bldg. Riley 2315
INDIANAPOLIS

A. L. Whitmer Acquitted

A jury in the criminal court at Chi-
cago this week acquitted A. L. Whit-
mer, former chairman of the board of
the defunct Chicago National Life, who
was charged with forgery. Mr. Whit-

MICHIGAN

SALES
APPRAISALS
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THORPE BROS., Inc.
REALTORS

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DUNN & STRINGER

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St. Paul, Minnesota

McNeil S. Stringer, Pres.

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Real Estate
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DEXTER P. RUMSEY & CO., Inc.

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Complete real estate and insurance
service, including sales, rentals and
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Sachs Joins Sloan Agency

Leonard D. Sachs, athletic director of
Loyola University, has joined the H. A.
Sloan agency Equitable Society, Chi-
cago. He will work under the super-
vision of E. W. O'Shaughnessy, unit

manager. Mr. Sachs has been athletic
director of the university since 1923 and
is one of the well known basketball
coaches of the country. He has a good
educational background, pleasing person-
ality and wide acquaintance both in and
outside of university circles.

C. L. U. NEWS

INDIANAPOLIS MEETING

Professor W. C. Cleveland of the Indiana University school of business administration, Bloomington, addressed the Indianapolis C. L. U. "The life underwriter performs a valuable social function," said Professor Cleveland. "A remarkable program of service to policyholders in the arrangement of their insurance programs has been developed by life underwriters. Advertising is already an important factor in public education on the benefits of life insurance. As the public becomes more insurance minded there will undoubtedly be even greater need for the service of the life underwriter."

FORM NEW ORLEANS CHAPTER

The New Orleans C. L. U. chapter, recently organized, named Oscar Briedenbach as its first president. Fred E. LeLaurin was elected vice-president and T. C. Nicholls, secretary treasurer. Directors are Frank Friedler, Sidney L. Marks and E. C. Upton.

PEORIA RIVER OUTING

The Peoria C. L. U. chapter will hold its annual river outing on May 27.

IRVIN BENDINER SPEAKS

Irvin Bendiner was the speaker at the Philadelphia C. L. U. He is a producer, lawyer and teacher. He started his talk by asking those present to suggest what they considered the major problems today in life insurance. Here were some of the suggestions:

1. Trend of banking business in the insurance field;
2. Legislative curbs on business;
3. Tax trends;
4. Insurance issued by savings banks;
5. Term insurance problem (Gilbert & Sullivan);
6. A changing trend with respect to options within insurance companies;
7. Investigation by governmental authorities;
8. Proper means of getting men in the business;
9. Development of men after they are taken into the business;
10. Agency system today.

Mr. Bendiner proceeded to set up

New President



JAMES ELTON BRAGG, New York City

James Elton Bragg, manager of the Guardian Life in New York City, who becomes president of the New York City C. L. U., is one of the best known life insurance educators in the country. He was director of the former life insurance sales training course at New York University.

what to his mind was the real problem—and one which he said had not been suggested by the audience—"Your future in your own profession"—and "Has your profession a future?" He proceeded to enlarge on the problem as he saw it, pointing out the fact that opportunities were greater today than perhaps ever before; that the institution of life insurance was not being challenged but that the agents' efforts in the business were being challenged. He stressed particularly the importance of the individual underwriter doing a complete piece of work with the life insurance which he is selling. The real problem he said is the future of the agent interpreted in terms of his ability to meet the challenges of today.

Walter E. Webb Retires from Sears-Roebuck & Co.

Inasmuch as Sears, Roebuck & Co. of Chicago are retiring from the life insurance field having sold their Hercules Life to the Washington National, Vice-president Walter E. Webb of the Hercules Life has resigned. He was also a director. He states it is his intention to take an extended vacation before formulating future plans. Mr. Webb was executive vice-president of the National Life, U. S. A., which was taken over by the Hercules.

Equitable Seeks Refund

Suit is pending in superior court at San Francisco wherein the Equitable Society seeks to recover from the state of California 2.6 percent gross premium taxes paid under protest on annuity considerations. The Equitable holds such considerations are not properly gross premiums on California business and therefore are not taxable under California laws. Insurance department officials testified, pointing out that if the Equitable's contention is sustained by court revenue from gross premium tax will be seriously affected.

Veterans' Policy Plan

LOS ANGELES—Life policies to protect their homes from foreclosure in case of their death are to be available for California world war veterans who have built homes by loans from the California state veterans welfare board. The cost will be \$1 per month per \$1,000 of insurance carried. Companies that agreed to write the line are: California-Western States Life, Occidental Life, Los Angeles, and West Coast Life. Policies are to be issued irrespective of age and without medical examination. The plan was approved by Commissioner Carpenter and State Finance Director Stockburger. About 17,000 veterans can benefit from the plan. Policies are to be written on an individual basis, but rated on a modified group basis.

Withdraws the Petition

ST. PAUL.—Officials of the Modern Life this week appeared before the Minnesota commerce commission and asked permission to withdraw their petition to reinsure the business of two Omaha companies, the American Annuity Assurance and the National Thrift association. The combined business in force of the two Omaha companies is about \$5,000,000. A hearing on the reinsurance plan was held a week ago by the Minnesota commission and it is understood it favored denying the petition. A hearing on the plea to withdraw will be held May 31.

O'Connell Now Second Deputy

T. H. O'Connell has been appointed second deputy commissioner in Massachusetts. He will have charge of the branch office at 89 Broad street, Boston, which looks after automobile liability and workmen's compensation rates. Heretofore Mr. O'Connell has been third deputy.

Stumes Slated for President of Chicago Association



C. B. STUMES

C. B. Stumes, of Stumes & Loeb, general agents Penn Mutual, heads the slate as president submitted by the nominating committee of the Chicago Association of Life Underwriters. A mail vote will be taken and results announced at the June 16 annual meeting.

Other nominees are: First vice-president, M. L. Buckley, Provident Mutual; second vice-president, W. M. Houze, John Hancock; treasurer, A. W. Ormiston, Travelers.

Directors Nominated

Directors nominated are: For one year term, E. C. Hintzpetzer, Mutual Life of New York; two year term, J. H. Brennan, Fidelity Mutual; J. C. Caperton, State Mutual; E. H. Dooling, Prudential; V. T. Eckert, New England Mutual; D. M. Phipps, Northwestern Mutual; H. A. Zischke, Union Central. Holdovers are Louis Behr, Equitable Society; A. D. Hallagan, Metropolitan; R. A. Judd, Phoenix Mutual; E. M. Schwemm, Great-West Life; W. D. Thorsen, Connecticut General.

Stumes Constructive Force

Mr. Stumes is one of the wheel-horses of the association, being chairman of the general agents and managers division and active on many committees. It is very largely due to his wise counsel that the association has been put on a firm foundation, with record membership, sound financial condition and a multitude of activities which have served greatly to stimulate the interest of Chicago life underwriters and made the influence of the association more powerful.

If elected, as is assured, Mr. Stumes will succeed A. E. McKeough, Penn Mutual, who has had a successful administration.

Menges Honored at Dinner

ST. LOUIS—J. F. Menges, Jr., newly appointed general agent Yeomen Mutual Life, was introduced at a dinner here with J. J. Moriarty, agency vice-president, as toastmaster. Other home officers present included Secretary George Wall and Harry McConaghie, assistant superintendent of agencies. Charles King, vice-president Hopper-Holmes Bureau, New York, was a guest.

Blackall Surveys Controversy

In response to an inquiry from THE NATIONAL UNDERWRITER, Commissioner Blackall of Connecticut states his views regarding the important controversy between the New York department and the commissioners of certain western states regarding the company examination procedure. He expresses the belief that

the issue is not as pronounced nor the cleavage as drastic as it first appeared. It would, therefore, he said, seem that some middle ground, retaining the zone system, but definitely limiting the invitations, in accordance with the size of the company or the spread of its business, would be a compromise that all could agree upon.

Mrs. Bettie Boyd Enters Her Remarkable Work in Alabama Rural Community

Much interest was taken in a recent story in THE NATIONAL UNDERWRITER about the work of Mrs. Bettie M. Boyd, district agent of the Mutual Life of New York at Troy, Ala., a grandmother by the way, who has qualified for the agency convention of the company to be held in San Francisco. In many respects Mrs. Boyd occupies an outstanding position as a woman life agent. She produces about \$300,000 a year and has done so for 24 years in a town of less than 10,000 inhabitants. Her husband died and left her with three children to support. The two boys and one daughter were put through college and Mrs. Boyd kept up her work. All her children are married and she has two grandchildren. She is a remarkable woman. J. D. Willcox of Birmingham is manager of the Mutual Life in her territory and is proud of her.

Aetna Life Visitors' Service

The Aetna Life recently appointed a staff of 40 guides from various departments of the four companies of the group to show guests the numerous features of the home office building. Trips will be conducted hourly during the summer and each takes about an hour and a half. H. W. Meiklem is supervisor of the service. Two new exhibit rooms will be installed. One will house the safety educational exhibit, including safe driving tests and theater for showing safety educational movies. The other will include a fire prevention theater and display of safety appliances for houses and industrial plants.

Joins Parsons Agency

The Bruce Parsons agency Mutual Benefit Life, Chicago, has appointed William E. Hughes to its staff. Mr. Hughes entered the life insurance business in 1935, paying for \$150,000 his first five months. In 1927 he was appointed a district supervisor for New Hampshire and Vermont. Prior to 1935, he spent many years in Chicago as an expert sales engineer for General Electric Company, and assistant chief engineer for Sullivan Machinery Company. Later he was appointed general manager of the latter company at Claremont, N. H.

Mr. Hughes is a graduate of Iowa State College and holds the degree of electrical engineering.

Bay State Housing Bill Rejected

BOSTON—The Massachusetts house has rejected a bill which would have permitted life companies to invest 10 percent of their financial resources in low-cost, limited housing corporations.

Observe Haskins' 20th Anniversary

H. S. Haskins, Des Moines general agent John Hancock Mutual Life, will hold open house in his new office in the Empire building Saturday, which date marks the 20th anniversary of Mr. Haskins' service as state agent in Des Moines. A dinner will be held that evening at the Des Moines club at which members of the Des Moines agency organization, their wives and office employees will be guests.

Mr. Haskins has been with the John Hancock since 1912. He is past president of the Des Moines Association of Life Underwriters.

Public Relations Discussed by "Ad" Men

(CONTINUED FROM PAGE 3)

this topic. He said that consumer confidence is life insurance's biggest asset. He referred to the various attacks that had been made on life insurance and said that the reading public seems to be inclined to read material of this type rather than anything of an affirmative or constructive nature.

Insure Against Misunderstandings

Mr. Hull said that the problem now is to take steps to insure against future public misunderstandings. He advocated the establishment of a central clearing house or publicity agency which could centralize and institutionalize life insurance contacts with the public, an agency to which all in the business might turn. The answer to the attacks that have been and are being made on the business, Mr. Hull said, is not a dignified silence. Apparently the reactions in the field have not percolated into the home offices. Mr. Hull said that the misstatements that had been made about life insurance have been seriously felt by the men on the firing line, and that the field forces will rebel if the companies expect them to ignore the attacks.

Kenneth H. Miller, consultant of the Sales Research Bureau, spoke on "Your Place in This Picture" and Robert G. Richards, agency secretary Atlantic Life, discussed "The Interpretation of the Institution of Life Insurance to the Public." Mr. Richards' paper represented considerable research, which he has carried on among various lines of business. Another to discuss still a different phase of public relations was William Sexton, agency secretary Great Southern Life, whose topic was "Gold Is Where You Find It."

Ljung Discusses Conservation

Karl Ljung, Jr., assistant secretary Jefferson Standard, discussed "Conservation in Relation to Public Relations." He said 50 percent of all life insurance lapses occur when the second premium is due, either on the annual, semi-annual or quarterly basis, and that conservation is related directly to the proper public understanding of the business.

Advocating the establishment of some sort of definite public relations agency, Mr. Ljung said the public is sold on life insurance as such, but not on any particular company. He remarked that about one-fourth of all life insurance sold is to those already insured in another company, indicating that the agent, very much more than the company, controls the situation.

Jessup's Direct Mail Survey

As the first speaker at the second session, W. L. Jessup, Pilot Life, told in some detail of a survey he had recently made in connection with getting the Pilot Life started with a direct mail plan. The letters Mr. Jessup received from numerous companies now using direct mail indicated that letters offering some sort of gift pulled best, and that the gift most in use at present is a memorandum book. He found that most companies do not send booklets descriptive of life insurance with their letters, and most do not mention any agent's name. A majority of companies charge agents at least something for each letter that the agent requests be sent out, the charge in no case exceeding 10 cents a letter. The cost of the average letter used in direct mail is 15½ cents, and the net cost to the agent of most companies is nearly 8 cents. Mr. Jessup said that since the Pilot had established its direct mail system, 45 percent of its full time men have made use of it. One of the chief advantages of a direct mail plan, Mr. Jessup said, is that it gives the agent in the field a track to run on.

Rex B. Magee, field supervisor Lamar Life, reviewed the ten years of the Southern Round Table's existence, explaining

that it came into being at Chattanooga just a decade ago. Mr. Magee told where each meeting had been held, referred to those who had been chairmen and what the organization had accomplished.

Leiper Makes an Experiment

Bart Leiper, Provident Life & Accident, carried out an interesting experiment. He distributed to everyone in attendance the ten most successful advertisements of the International Correspondence School, together with a chart which was used to rate the advertisements in the order of their pulling power. Many were surprised to discover that advertisements to which they gave a low rating had actually brought in the largest number of replies. C. S. Smith, National Life & Accident, advocated the National Association of Life Underwriters as the body to handle the public relations job that needs to be done in life insurance. He said life insurance publicity men are ammunition makers, supplying the agents with the material they need. He added "a good agent is the best public relations expert. Keep him well informed."

John W. Murphy, Life of Virginia, said a survey he has recently conducted indicates definitely that the man in the field likes best of all to receive home office sales material that is an illustration or presentation of sales ideas, direct action material that may be used in the sales interview. C. B. MacPhail, Great American of Texas, spoke on "Selling to Salesmen" and C. T. Steven, Phoenix Mutual, discussed the purposes and present plans and activities of the Life Advertisers Association, saying that the organization now has 149 members. The meeting was concluded with a joint luncheon with the Asheville Association of Life Underwriters, at which Roger B. Hull was the speaker.

WITH SOUTHERN "AD" MEN

C. S. Smith, National Life & Accident, and Mrs. Smith, celebrated their 30th wedding anniversary during the convention.

* * *

Three additional companies have recently become members of the Southern Round Table. They are Pan-American Life, Occidental of Raleigh and Atlas Life, Tulsa, Okla.

* * *

Out of the total registration of 46, there were 15 companies represented. There was a registration fee of \$5 for knights; \$2.50 for ladies.

* * *

Southern hospitality, refreshments, a floor show and dance were provided the first evening by the Imperial, Asheville's only life company. John M. Ehle of the Imperial, this year's secretary of the Southern Round Table, looked after the details, and did a thorough going job.

* * *

Forrest R. Brauer, Home Beneficial, has designed insignia for the Southern Knights regarding which much favorable comment was heard.

* * *

Committees appointed to serve during the convention were: Nominating, C. C. Fleming, Life of Virginia; Rex B. Magee, Lamar, and Bart Leiper, Provident Life & Accident; resolutions, R. G. Richards, Atlantic, and William Sexton, Great Southern; next meeting place, Karl Ljung, Jr., Jefferson Standard; John Murphy, Life of Virginia, and T. J. Hammer, Protective.

* * *

Scenic drives were taken both afternoons to various points of interest in the "land of the sky."

* * *

Rex B. Magee, "the vanishing American," was unanimously elected an honorary life member of the Southern Round Table. Mr. Magee was for many years advertising manager of the Lamar Life.

Some months ago he gave up publicity work to become the Lamar's agency supervisor at Lafayette, La. He was a charter member and is greatly beloved by the organization.

* * *

J. Bruce Trotter, Pan-American, and M. F. Browne, Occidental of Raleigh, were on hand for their first Round Table meeting. Both are new members.

* * *

Four members were at Asheville who attended the organization meeting in Chattanooga 10 years ago. They were Robert G. Richards, Atlantic Life; Bart Leiper, Provident Life & Accident; C. S. Smith, National Life & Accident, and Rex B. Magee, Lamar Life.

* * *

C. B. MacPhail, Great American, provided an example of what may be expected at next year's meeting at San Antonio when he held open house the first afternoon. He not only dispensed a wide assortment of refreshments, but presented his guests with Mexican and Texas souvenirs.

Canadian Life Officers Have Important Subjects

At the annual meeting of the Canadian Life Insurance Officers Association at the Hotel London, London, Ont., June 9-10, G. W. Geddes, manager of the Northern Life of London, the president, will give the presidential address. At the executive session there will be reports from the following committees: Competitive practices, group, industrial, institutional advertising, legislation, medico-actuarial, public health, social, statutory conditions, U. S. business. A. N. Mitchell, general manager of the Canada Life, is first vice-president; A. P. Earle, manager of Montreal, second vice-president. At the dinner the speakers will be A. L. MacDonald, premier of Nova Scotia, and H. N. Moore, editor "MasLean's Magazine." A large attendance is expected.



MAN PROPOSES

But there his control ends. The number of his years is determined by a higher power.

Yet some family providers still question the necessity for life insurance protection.

These skeptics are vulnerable prospects and informed insurance salesmen are constantly busy converting them.



The Prudential Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office, NEWARK, N. J.

Advertising Vital Factor in Growth of Life Insurance

(CONTINUED FROM PAGE 3)

meeting and Charles E. Crane, National Life of Vermont, heading the life men. Speakers in the latter group were H. E. Richmond, Metropolitan Life; E. M. Hunt, Mutual Life of N. Y.; Henry H. Putnam, John Hancock; William R. Chapman, Northwestern Mutual, and A. H. Thiemann, New York Life.

"Building Institutional Good Will" was discussed by Mr. Richmond. He stated the Metropolitan Life has found advertising the best means of putting into the public's hands information on how to keep well and prevent disease. In 1923, he stated, 15,000 people died of diphtheria and in 1936 the number was down to 3,017. He attributed much of this to the beneficial results of advertising.

Mr. Putnam pointed out the lesson learned by the recent action of Sears, Roebuck & Co. in reinsuring the Hercules Life. "Insurance cannot be sold out of a catalogue," Mr. Putnam said. "The recent action of a great mail order house relinquishing its life insurance

company to another organization doing agency business in 46 states points clearly to the necessity of an active and efficient agency force to build up a firm life insurance business."

Faulkner New President of H. & A. Conference

(CONTINUED FROM PAGE 3)

pany. Before his election as chairman of the executive committee, he had been second vice-president of the conference and was chairman of the program committee for last year's meeting at White Sulphur Springs, taking personal charge of the agency management session, which was particularly successful.

While the program for the meeting was unusually well balanced, with addresses on group accident and health insurance, social security rulings, investments and economic problems, given by experts in those fields, the subject of hospitalization insurance, to which the entire session Wednesday afternoon was given over, really held the limelight.

Dr. C. Rufus Rorem, director committee on hospital service American Hospital Association, gave some up-to-date statistics in regard to accredited hospital associations and told of the basis on which the so-called hospital care insur-

ance plans are being operated. C. O. Pauley, secretary Great Northern Life, in charge of the discussion period which followed Rorem's address, propounded some very pointed questions in regard to the operation of the hospital association and stirred up what proved to be probably the most lively discussion of any topic brought before a conference meeting in recent years.

The menace to insurance from taxation and the high cost of government was emphasized by E. A. Olson, president Mutual Trust Life. The giant strides that insurance has made in the past 25 years, he said, have naturally attracted the attention of "termites, tax gatherers and self-seeking political demagogues."

More bills affecting insurance are being introduced in the legislatures and those bills are becoming more radical year by year. Insurance taxation is constantly mounting. All this indicates the importance of seeing that the public is thoroughly apprised of the true facts.

The original purpose of insurance taxation was to provide money to pay the expense of insurance supervision, he said. It was never intended that insurance should be taxed for general governmental purposes. However, taking Illinois as an example, he showed that in 1936, the latest year for which figures are available, insurance was taxed about \$7,000,000 and the insurance department received less than \$500,000. Of each tax dollar, 7 cents went to supervise insurance and 93 cents went to the politicians for other purposes. This is only the state tax, and does not take into consideration the millions paid by insurance companies for local and federal taxes. Politicians today, national, state and local, he declared, are spending 40 percent of the American citizen's income. "Believe it or not, taxes now cost more than food."

While advising the mobilization of policyholders to resist such encroachments, Mr. Olson said it is equally the duty of the companies to encourage and support the enactment of sound and constructive insurance laws. In that connection he praised the new Illinois insurance code and said that Illinois now has the most stringent, complete and up to date insurance laws of any state in the Union. It also has a real insurance department. "There can be no greater aid to the insurance industry," he added, "than sound insurance laws strictly and impartially enforced."

Tuesday afternoon was given over entirely to the agency management session, with O. F. Davis, assistant agency director Illinois Bankers Life, presiding. W. E. Lebbey, accident and health specialist, Los Angeles, spoke on "Building an Accident and Health Agency"; J. C. Higdon, vice-president Business Men's Assurance, on "Agency Convention"; S. R. Rauwolf, agency secretary North American Accident, on "Are Contests Profitable?" and E. H. Ferguson, assistant secretary Great Northern Life, on "Financing an Agent."

At the session Wednesday morning, G. W. Fitzhugh, supervisor actuarial division Metropolitan Life, discussed "Group Accident and Health Insurance"; Dr. Melchior Palyi, University of Chicago economist, who is also connected with the investment firm of Stifel, Nicolaus & Co., "The Philosophy of Pump-Priming," and R. H. Kastner, associate counsel American Life Convention, reviewed the status of insurance agents under the federal social security act and state unemployment compensation laws.

The legal session held the boards Thursday morning, followed by the election of officers and general business session. V. J. Skutt, attorney United Benefit Life, was the presiding officer at that session. The program included: "Requirement of Proof of Loss in Notice of Claims," C. R. Holton, vice-president and general counsel Great Northern Life; "The Examination of the Assured and Autopsies," Hayes Kennedy of Ryan, Condon & Livingston, Chicago, and "Other Insurance—Standard Provision No. 17," O. B. Hartley, associate counsel Washington National.

Los Angeles Man Made Inspector of Agencies



MARK S. TRUEBLOOD

Mark S. Trueblood, manager of the Union Central Life at Los Angeles, has been appointed inspector of agencies for the Pacific coast, while continuing as manager at Los Angeles. The purpose announced is to maintain closer relationship between the home office and the five Pacific coast agencies, Los Angeles, San Francisco, Seattle, Portland and Spokane.

The appointment comes as the outcome of the results which have been accomplished during the six years Mr. Trueblood has been manager of the Los Angeles agency. He took charge in July, 1932, at a time when the agency organization in Los Angeles had dwindled and the production of new business had dropped to less than \$500,000 per year. During the last six years the Los Angeles agency has grown steadily until today it ranks fourth in volume of new business and thirteenth in volume of business in force.

Mr. Trueblood has been a member of the Union Central agency organization for a little more than twelve years. He joined the Union Central from the copy desk of the Cincinnati "Times-Star" to take over the editorship of the agency bulletin. Three years later he was made district supervisor and in 1930 was made assistant superintendent of agencies.

Murphey Joins Metropolitan

NEW YORK—D. J. Murphey, advertising manager General American Life, is joining the advertising staff of the Metropolitan Life. He is president of the Advertising Club of St. Louis and instructor in advertising at Washington University, St. Louis. He has been with the General American about five years and before that had his own advertising agency in Chicago. He is active in the Life Advertisers Association.

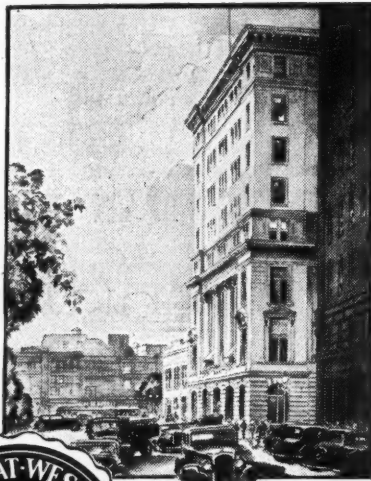
Grant Hill at Columbus, O.

Grant L. Hill, director of agencies Northwestern Mutual Life, addressed the Columbus, O., Association of Life General Agents & Managers. Recruiting was the general theme followed by a seminar. P. M. Smith, New England Mutual, is president of the association and J. H. McCullough, Union Central, secretary. The association has recently been reorganized and incorporated, and has about 30 members.

Benson is Cincinnati Head

Judd C. Benson, general manager of the home office agency of the Union Central Life, is the new president of the General Agents & Managers Association of Cincinnati. R. C. O'Connor, Reliance Life, was elected vice president, and G. T. Kennedy, Lincoln National Life, secretary-treasurer.

*A Policy
for
Every Person
and Purpose*



FIELD FORCE COOPERATION

From its founding The Great-West Life has been known as a Field Man's Company—a Company motivated by Agency considerations. Home Office, Branch and District Office organizations are all geared for swift-moving, efficient service in support of the field. In return the Company has from its inception enjoyed the loyal support of its agency force in selective underwriting. The Great-West is a Company of outstanding reputation and the high standard of its agency force is recognized as an asset of undoubted worth.

THE GREAT-WEST LIFE ASSURANCE COMPANY

HEAD OFFICE • WINNIPEG, CANADA

Assets—\$156,805,466. Insurance in Force—\$589,511,167

Speak at Bloomington Meeting



WARREN V. WOODY



JOHN D. MOYNAHAN

Two outstanding talks were given at the Illinois Association of Life Underwriters' annual meeting in Bloomington by Warren V. Woody, Equitable Society manager in Chicago, and John D. Moynahan, Metropolitan Life manager in the Chicago west suburban district. Mr. Woody stressed recruiting at the managers' session and Mr. Moynahan urged more attention for the average man.

Illinois Elects P. B. Hobbs President; Fear Legislation

(CONTINUED FROM PAGE 1)

Mr. Hendricks urged the continuance of the Annual Message of Life Insurance program throughout the year. The companies are studying the reaction from the recent drive in order to determine future efforts along this line, he said. A number of chartered life underwriters classes are being held throughout the state. The libraries of practically all the local associations now have insurance libraries and nearly all high schools in the state have at least one book on life insurance.

Miss Joy M. Luidens, executive secretary Chicago association, reported that it now has over 1,300 members. President A. E. McKeough reported that it will have 200 more before the membership year ends. The Peoria association has 205 members and claims it has nearly every man under contract in the city a member. Bloomington was pointed out as having an unusual record with 73 members, which is outstanding among cities of its size in the state.

ILLINOIS BRIEFS

After doing yeoman's service in speaking before both the managers' meeting and the regular congress session, Charles J. Zimmerman, Chicago general agent of the Connecticut Mutual and National association secretary, had the misfortune of losing his traveling bag on the way home.

Peoria had a large representation to give their fellow townsman, William M. Lateer, John Hancock Mutual Life, a good send off as retiring president of the Illinois association. Included in the delegation were J. W. Ross, Mutual Benefit Life; Lester O. Schriver, and Roy E. Davis, Aetna Life; Frederick A. Schnell, Penn Mutual Life; Kenney E. Williamson and J. Hawley Wilson, Massachusetts Mutual Life; L. V. Drury, Sun Life of Canada, and Chester T. Wardwell, Connecticut Mutual Life.

Holgar J. Johnson, Pittsburgh general agent Penn Mutual Life and vice-president National association, was applauded enthusiastically when President-elect Philip B. Hobbs, Equitable Society manager in Chicago, introduced him as the next president of the National association. The National organization was well represented with Charles J. Zimmerman, national secretary; J. Hawley Wilson, Peoria, and Harry T. Wright, Chicago, national trustees, present. Mr. Hobbs is chairman of the managers and general agents committee of the National association.

merman, national secretary; J. Hawley Wilson, Peoria, and Harry T. Wright, Chicago, national trustees, present. Mr. Hobbs is chairman of the managers and general agents committee of the National association.

In telling how he used to sell in New York City, Charles J. Zimmerman, Connecticut Mutual Life, Chicago, told how he used to take prospects out to dinner. In the following address M. F. Schwann, Northwestern Mutual Life agent at Beaver Dam, Wis., who specializes on rural business, told how he reversed Mr. Zimmerman's procedure and gets his prospects to invite him to dinner. He pointed to his rather portly figure to illustrate the quality of the food he had received.

Harry T. Wright, Equitable Society, Chicago, and Edward H. Dooling, Prudential, Chicago, set a new world's record in making a 10:30 p. m. suburban train at the Northwestern station after arriving in Chicago from Bloomington at 10:25 at the Union station.

J. H. Sherman, manager life department of W. A. Alexander & Co., Chicago, saw the Chicago delegation off on the Ann Rutledge.

President A. E. McKeough of the Chicago association, was congratulated on the splendid record the Chicago association has made under his expert direction.

Members of the Bloomington association under the leadership of President H. H. Hanson, Equitable Society, were gracious hosts. Alfred C. Brunk, Aetna Life, and H. D. Saurer, State Farm Life, and Mrs. May E. Berquist, Penn Mutual Life, were among the Bloomington people who assisted in making the guests have a good time. E. L. Hiser did a splendid job as general chairman of the convention committee.

M. R. Stecker, Metropolitan Life manager, Bloomington, was welcomed by those who knew him when he was a Chicago manager.

Stacy B. Merchant, Mutual Trust Life field supervisor for Illinois, with headquarters at Bloomington, gave a special luncheon for some of his men. L. R. Lunoe, superintendent of agencies from the home office, was present.

The Penn Mutual Life was ably represented at the gathering. Frederick A. Schnell, Peoria general agent, had a number of his agents present. Mr. Schnell has the unusual distinction of still being in his 20's and yet supervising

ing a live wire organization in Illinois. Karl E. Madden, Davenport general agent, was displaying a new wrist watch which the Davenport association gave him in appreciation of his staging an outstanding sales congress there recently.

The appeal to pay more attention to the average man and his insurance problems made by John D. Moynahan, Metropolitan Life manager of the Chicago west suburban district, struck home because the public relations has come to be recognized as of first importance among life insurance problems. President-elect Hobbs said the idea of taking the life insurance message to the average man rather than cultivating the top 10 percent, provides a new approach on public relations.

Ralph M. Waterbury, assistant to the president, Central Life of Illinois, was on hand.

Laverne Wilson, agency supervisor, and John Coulter represented the home office of the Peoples Life of Indiana.

W. S. Fuller, Prudential ordinary manager in Chicago, attended the managers' conference but couldn't stay for the Saturday session.

Herbert D. Hendricks, Equitable Life of Iowa general agent, now has new headquarters at Springfield in the center of his territory. His offices were formerly located at Decatur. He is finding the central location an advantage.

O. R. Eby, Kansas City Life branch manager, has been elected third vice-president of the San Antonio Lions Club.

Life Advertisers to Meet in Atlantic City Nov. 14-16

Plans for the annual convention of the Life Advertisers Association to be held at Atlantic City, N. J., Nov. 14-16 were formulated by the executive committee of the association meeting at Asheville, N. C., last week. C. T. Steven, Phoenix Mutual, presided as president of the L. A. A. Other officers present were Vice-president John H. McCarroll, Bankers of Iowa; Secretary W. L. Camp, Connecticut Mutual, and Treasurer Karl Ljung, Jefferson Standard. Nelson A. White, Provident Mutual, former L. A. A. president, is convention chairman of the Atlantic City meeting.

Reports of various committee chairmen were presented. The Traymore Hotel will be convention headquarters. Indications are that the 1938 gathering will reach a new high in attendance and interest. Members of the Life Advertisers Association executive committee who attended the Asheville meeting, in addition to the officers, were: C. Sumner Davis, Provident Mutual; R. G. Richards, Atlantic Life; Harry V. Wade, American United; Seneca M. Gamble, Massachusetts Mutual; C. C. Fleming, Life of Virginia, and A. Scott Anderson, Equitable of Iowa.

Bankers H. & A. Agents Meet

COLUMBUS, GA.—A luncheon was held by agents of the Bankers Health & Life here, C. E. Mixon, manager, presiding.

Situation
NOT Wanted

SITUATIONS WANTED, FEMALE

REFINED WOMAN with 4-year-old boy desires home in return for housework. Neat, good cook. Will go anywhere. Refs. exchanged. 71 J. Gazette Office.

WIDOW, small child, wants situation as housekeeper. Good home in pref. to high wages. Not the servant type. Mrs. L. Midland 5662.

RELIABLE WOMAN, 35, would like work in gentleman's home where I can have my little girl 3 yrs. with me. Small wages. E 15, Gazette Office.

AMERICAN WIDOW (41) with son (12) desires perm. lady's position in refined home. No objection to country. Neat, obliging. E 27, Gazette Office.

"LAST NIGHT, as my husband was glancing through the paper, he suddenly looked up and said in a very positive voice: 'Mary, that can never happen to you.' 'I asked what he meant, and he showed me some advertisements of women who were hunting situations. The tragic, for they were mostly widows with small children. 'You seem so sure, Jack,' I said. 'After all, could it happen to me too?' 'Then he explained that no matter what happened, Mary and I will always have a home and enough living expenses. Our income will be certain because England Mutual insurance policy guarantees to pay the same amount of money every month. It's the real thing, Jack said, to take care of the future. 'So whenever I hear of a mother looking for work to support her children, I'm reminded of Jack's thoughtfulness. Being left with a child to raise, and no home or money, must be a dreadful predicament. . . . Thanks to Jack's foresight, it can never happen to me.'"

A message to 20,000,000 readers of national magazines

NEW ENGLAND MUTUAL
Life Insurance Company of BOSTON
GEORGE WILLARD SMITH, President
AMERICA'S FIRST CHARTERED MUTUAL LIFE INSURANCE COMPANY

EDITORIAL COMMENT

Linton Comment on Policy Loans

AFTER ONE has carefully read the presidential address of M. A. LINTON, head of the PROVIDENT MUTUAL LIFE, before the ACTUARIAL SOCIETY OF AMERICA, he questions very much the wisdom of having legislation passed reducing the interest rate on policy loans as was done in New York state. The New York legislation as well as that elsewhere in connection with what might be termed the technical and expert features of a business need certainly trained hands in dealing with any changes. President LINTON brought out the fact that legislators and their advisers refused to take heed of counsel of those who know thoroughly the internals of life insurance, what will happen in case of a modification or readjustment.

Mr. LINTON is entirely correct in pointing out the difference between interest on policy loans and that on what might be termed commercial loans. Those who concerned themselves originally in introducing the policy loan, and cash value feature in life insurance had in mind that in emergencies and extreme cases a man's life insurance might be of greater value to him and his family while he was alive than on his death. He emphasized, however, that life insurance money as seen in the reserve of a policy is a saving or sinking fund. It should only be drawn on in case of a major need. It should not be used for speculation or for mundane pleasures. It takes on the character of a sacred trust fund and the life insurance company should safeguard this fiduciary relationship.

As Mr. LINTON suggests, the fact that

life insurance loans bear 6 percent interest serves to discourage to a considerable extent the use of this savings fund for purposes for which it was not intended. Life insurance primarily is built for protection. The policyholder should keep that in mind. He is building something for his dependents. Selfishness should be ruled out. Only in case of dire stress should the sinking fund be called into action.

There are such niceties in the technical structure of life insurance that there can be no readjustment without affecting the internal mechanism up and down the line. Those who appreciate the protective feature of life insurance and therefore do not borrow unless they are compelled to will undoubtedly object to the cost of their insurance being increased. Mr. LINTON said that with the decreased interest factor it will probably be necessary to reduce dividends or increase rates. This will be particularly true if the action as to new rates of interest be made retroactive on outstanding policies. There are many questions that arise in connection with this new movement. Among others coming up in the minds of agents will be the desirability of cashing in the old policy and taking out a new one in order to get advantage of the lower interest rate.

After all, the interest of the whole policyholders' group or membership must be considered. There is a very even and fine balance maintained in the life insurance structure. Any untoward action cannot help but have a far-reaching effect on the whole group.

America Seen in Its Making

ONE of the large life companies is making quite a hit in its calendar of life insurance opportunities. This company takes a month and then devotes its advertising to what might be termed the atmosphere, incidence and background of that month. Take June, for example. That is the month when hundreds of thousands of young people are graduating from schools and colleges. They are marrying. Many are taking their first positions. In fact, this is America

in the making. It is a colorful month.

Perhaps life insurance men do not pay sufficient attention to these young people. Their parents are vitally interested in them as they start on their great adventure. It is a time when parents can be induced to start these young folks off with a policy and then turn it over to them when they are in a position to pay the premium. America in the making is intriguing in its tremendous possibilities.

Keeping the Human Touch in Organizations

PRESIDENT DUFFIELD of the PRUDENTIAL, in his talk to his agency organization brought out some pertinent observations and among others he urged that even though a company has grown to the size that his now assumes, there should not be lacking what he termed the "human touch." With small organizations there can always be a more intimate relationship among the

workers. They see each other every day, know what is going on and the management is more or less concerned with the problems of all associated with an enterprise.

As an organization becomes monumental in size and activities, unfortunately that intimate relationship is lacking. However, even in larger bodies it is possible to pro-

mote much of the human relationship. An organization should never become merely a machine. It should not reach a point where it lacks interest in those that are associated with it.

One of the grave responsibilities resting on those in power today is to have a close-up view of the conditions, thoughts and

ambitions of those down the line. The minute that those responsible for a concern's management lose that interest that very minute an organization is seriously weakened. It lacks the vital spark. There is nothing like a baptism of real heart throbbing sentiment in a business enterprise.

Good Work in the Small Communities

IN SCANNING the list of the NEW YORK LIFE leaders as to number of applications last year, it is interesting to note that those that have the best records, to a large extent, come from small places. In some cases they hail from points that are hardly known. In order to accomplish this end,

these agents must have done an extraordinary amount of work and perhaps they labored very intelligently. It goes to show that an agent, even in territory where the possible prospects are not so many, if he applies himself assiduously, is able to obtain the business.

PERSONAL SIDE OF BUSINESS

H. W. Noble, for a number of years general agent and now special agent at Lincoln, Neb., for the New England Mutual Life, has been elected president of the local Y. M. C. A., in which he has been a worker and director for years.

E. H. Dunaway, former district manager Cosmopolitan Old Line Life in Lincoln, Neb., and a veteran in the field, has been named manager of the Nebraska field office of the social security board, with headquarters in Omaha.

Charles L. Scott, Kansas City general agent of the Massachusetts Mutual and a director of the American College of Life Underwriters since it was founded, presented a C. L. U. diploma to his son, Charles W. Scott, who passed his examinations while in the University of Pennsylvania from which he graduated in 1934 and had just completed his production requirements.

Louis D. Bement, agent Equitable Life of New York in Greenfield, Mass., has been nominated for district governor of Rotary for the district in which Greenfield is located. Nomination is normally equivalent to election. The election will take place in San Francisco next month. Mr. Bement will succeed W. Watson House, general agent New England Mutual, Hartford.

Mrs. Ruby W. Marsh of the DuBose general agency in Milwaukee of the Old Line Life of America is the first woman to qualify for its Star Leader Club. She led all agents in April in premium income and was second in paid personal production. Mrs. Marsh has twice qualified for the company's honor roll. She has just rounded out her fourth year in life insurance by qualifying for its convention for the second time.

Miss Nan Loughran, manager publicity department Old Line Life of America, has been elected vice-president of the Women's Advertising Club of Milwaukee.

In celebration of the 40th anniversary of **Earle G. Bewley**, Oklahoma agency manager for the New York Life, a meeting of officials and agency managers was

held at Oklahoma City. Nearly 200 agents were present including representatives from Oklahoma, Kansas, Missouri, Colorado and southern Illinois. The home office was represented by Griffin M. Lovelace in charge of education; and Thomas A. Buckner, chairman of the board, both of New York.

Charles B. H. Loventhal of the agency of Loventhal Bros., Nashville, Tenn., representing the Northwestern Mutual Life, has closed five years of consecutive weekly life insurance production. He started in 1933 when Nashville had gone through the bank holiday and uncertainty and fear were everywhere. Mr. Loventhal is not only making a record in life insurance production, but he is one of the leading fire and casualty agents of the state. Another member of his agency, Martin S. Loventhal, has had 126 consecutive weeks of life insurance production.

H. W. Rice of Chicago, who has been connected with the Otis Hann Co. of that city in charge of its eastern service, died at Huntington, Ind., this week. He was connected with the organization for 20 years.

Hobart College has awarded to Vice-president **W. J. Graham** of the Equitable Society the honorary degree of doctor of laws. He has long been interested in educational and actuarial work and is a former president of the Insurance Institute of America.

Thomas H. Daniel, general agent Union Central Life at Atlanta, is celebrating a 50th anniversary with the company this month. As a youth of 19 he joined the Atlanta general agency as a stenographer and bookkeeper. Today, says the company's "Agency Bulletin," he is in many respects the outstanding example of prestige and success in the company's field force. He is a director of the company. His agency has nearly \$50,000,000 of business on its books. Last year it stood fifth in rank, paid for \$3,353,844 of new business. Among his producers are the names of some of the ablest, most productive life underwriters in the company's rank. Starting as a clerk, within a year Mr. Daniel asked for a rate book. Within four years, when not yet 23 years old, he was accepted

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SAN FRANCISCO OFFICE—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Res. Mgr.; Miss A. V. Bowyer, Pacific Coast Editor.

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is a partner in the general agency. Three years later he bought out his partner and set up shop as sole general agent of the Union Central at Atlanta. A few years ago he was given the whole of Georgia.

E. A. Giddings, assistant secretary of the Aetna Life and Aetna Casualty, has completed 35 years of service with those companies. He was presented a leather chair by associates in the office and a basket of flowers by the Rumlbers Bowling Club, of which he is a member. After graduating from the Hartford public schools in 1895, Mr. Giddings entered the employ of the Connecticut Mutual Life in its actuarial department. May, 13, 1903, he joined the Aetna's accident accounting department and in 1911 was transferred to the cashiers division. He is now in charge of the general accounts division for life, casualty, fire and marine lines.

Old Republic Credit Life of Chicago was host to those attending the convention of the American Industrial Bankers Association in New Orleans at an evening of entertainment "Night in Old Southland." About 350 attended. Secretary N. A. Nelson, Jr., and Vice-president J. H. Jarrell were on hand for Old Republic.

Henry Abels, vice-president Franklin Life, Springfield, Ill., in July will observe his 40th anniversary with that company and his 44th year in the life insurance business. He has been vice-president for 20 years, serving mainly in general supervision and coordination of departments, and also being on a number of committees. Mr. Abels had early banking experience, then was in the Illinois governor's and secretary of state's offices. He became an agent of the Fidelity Mutual Life, selling for some two years, then went to the home office at Philadelphia as secretary to the superintendent of agents. In 1898 he returned to Springfield, becoming auditor of the Franklin Life. He was also elected secretary in 1901, retaining this title as well as that of vice-president until 1920. Due to his early selling and agency experience Mr. Abels always has taken interest in the agency end. He is perennial golf tournament chairman at the American Life Convention annual meeting, on an occasion has gone out to win first low gross. He plays a tight game well down in the 70's, already having chalked up a '74 this season.

E. L. Grant, in charge of the Chicago branch office life department of the Continental Assurance, has been off the reservation since the first of the year. He went to Johns Hopkins for observation and treatment and is now at Hollywood, Fla.

Dr. H. W. Dingman, vice-president and medical director of the Continental Assurance of Chicago, and Mrs. Dingman leave next week for New York City, whence they will sail for the Riviera in southern France and from there will go to Italy. Most of the time will be spent in Italy. Dr. and Mrs. Dingman were abroad last year, being away about two months. At that time they traveled some 7,000 miles in their automobile. This trip will be more leisurely. They will return by July 4.

E. J. Ashwell, agent for the Aetna Life for the past 25 years at Jamestown, N. Y., will sail for England this week from Quebec City on the "Empress of Australia." He will be accompanied by Mrs. Ashwell and they will spend about three months in Bournemouth, Eng., where Mr. Ashwell was born, and various rural centers and resorts of interest.

Members of the **Robert N. Waddell** agency were given a testimonial dinner in Pittsburgh by the Connecticut Mutual in recognition of the agency's outstanding record in a recent sales campaign. Present from Hartford were Vice-president P. M. Fraser, H. N. Chandler,

Celebrates 25th Year with Business Men's

L. Herbert Harris, district supervisor for the Business Men's Assurance at Burlingame, Cal., celebrated his 25th anniversary with the company on May 15.

A diamond service button was presented him on the occasion.

When he became associated with the B. M. A. in 1913 he represented the company at Poplar Bluff, Mo., working the surrounding territory. Several years later he moved to Illinois, and after working there for sometime was appointed manager for that state with offices at Springfield. In 1930 he resigned because of ill health, and went to the west coast to represent the company in California. During the eight years he has lived at Burlingame, he has established a splendid clientele, and is well known in his community because of his activity in civic organizations. Mr. Harris has another brother, J. F. Harris, living at Glendale, Cal., who has been associated with the B. M. A. for 19 years.



L. H. HARRIS

second vice-president, and V. B. Coffin, second vice-president and superintendent of agencies.

The Waddell agency achieved \$426,716 in sales in a nine-day campaign. The amount was 158 percent of the agency's goal and topped sales totals of all other agencies in its group. The campaign was conducted by the agency under the leadership of W. J. Reid and G. C. Coulson.

Clyde E. Lowry, accompanied by Mrs. Lowry and his son Bob, is in Portsmouth, Ohio, to attend a family reunion celebrating the one-hundredth birthday of his grandmother, Mrs. Elizabeth Lowry. Mr. Lowry lives in Little Rock and is the president of the National Equity Life Insurance Company, which he founded there in 1925. Mrs. Elizabeth Lowry, who is celebrating her one-hundredth birthday, has four children and all of them are living. She is the oldest living resident of Portsmouth. She went there at the age of 12, having come to this country from England. Mr. Lowry was honored by being asked to speak at the dinner given by the citizens in honor of his grandmother.

Mr. and Mrs. **W. F. Winterble** of Des Moines, attended the graduation of their daughter, Jean, at Brownmoor School in Santa Fe, N. M., Tuesday. Last week they were in Madison, Wis., their former home where Mr. Winterble was agency manager for the Banker's Life of Iowa before being transferred to the home office to become director of agencies. Two weeks ago he was one of the principal speakers at the annual convention and sales congress of the Wisconsin State Association of Life Underwriters at Sheboygan, Wis.

Contest Tax on Annuity

ST. LOUIS—Former Circuit Judge McAfee as special commissioner has been hearing testimony for the Missouri Supreme Court in suit of the Aetna Life for a writ of mandamus to compel the insurance department to withdraw a \$4,135 levy on the company's Missouri annuities under the state's 2 percent premium tax. This is a test case to determine whether annuity contracts are subject to the tax. The outcome will affect about \$200,000 yearly taxes on annuities written in Missouri. The Aetna Life presented testimony to show federal courts have held annuities are not life policies.

Suddenly insurance may become their sole defense... against SEVEN VITAL NEEDS

If you were suddenly, your family's sole defense... against SEVEN VITAL NEEDS... you would need a dollar, but not a cent more... you would need a dollar, but not a cent more... you would need a dollar, but not a cent more...

The UNION CENTRAL LIFE Insurance Company
A \$200,000,000 INSTITUTION... FOUNDED IN 1867

Another sharply dramatic full-page magazine advertisement on the Family-needs Forecast, appearing in May.

The FAMILY-NEEDS FORECAST makes the client-agent relationship intimate and exclusive

• Union Central's new basic selling plan enables the underwriter to render a service so complete, so highly professional, that his client's permanent loyalty is assured.

This plan, the Family-needs Forecast, diagnoses in detail the seven vital needs that will face the client's family. And it shows, almost to the dollar, how far his present insurance will go in offsetting these seven needs.

From such a sound basis, the underwriter can prescribe for the future with complete authority. Secure in his client's confidence, he becomes his lifetime insurance counselor.

The UNION CENTRAL LIFE Insurance Company
CINCINNATI, OHIO

NEWS OF THE COMPANIES

To Conserve Agricultural

Compromise Reached to Avoid Long Litigation; Gauss Named by Court in Charge

LANSING, MICH.—In a hope of eventually rehabilitating the Agricultural Life, Detroit, an agreement was reached whereby the company, by a consent decree of Ingham county circuit court, is placed under a departmental conservatorship for an indeterminate period. With the hearing on American Life custodianship petition barely completed after a month in court, it was obvious to Agricultural Life management and state officials a similar debacle should be avoided. Commissioner Gauss was designated conservator and a moratorium on all but death claims was set up to permit bolstering the financial structure and preventing a "run" on resources. Judge Carr of Ingham court retains full jurisdiction. The company may be turned back to stockholders only after satisfactory proof of soundness has been submitted.

Commissioner Gauss will delegate to three special deputies the actual handling of the company's affairs. He will select one deputy, the others named in the decree being S. D. Tilney, Agricultural vice-president, and L. G. Christman, a director. Pending completion of the set-up, L. R. Mangold, a department chief examiner, is temporary custodian. Bruce B. Brady, president, remains nominally in that position for the time being, it was said.

Provisions of Moratorium

Moratorium provisions apply to policy loans, cash surrender values, payments of matured or maturing endowments, maturity payments, annuity and disability payments, and payments under supplementary contracts.

New business may be written but only under a co-insurance plan in which a reinsuring company would retain all premium payments for protection of the insured.

A supplementary order was signed under which some non-admitted and unlisted assets, said to total slightly more than \$60,000 representing a con-

tribution by Brady, are turned over to the General Title & Trust company, Cleveland, as trustee for stockholders. The transfer is to be made on surrender for cancellation of all outstanding contribution certificates issued.

Discrepancies Shown

The petition for custodianship charged mismanagement, acceptance of sub-standard risks, alleged discrepancies between annual statement as of Dec. 31, 1937, and actual financial condition as revealed by examiners, violation of corporate powers and other irregular practices. A preliminary examination, it was said, indicated \$68,944 impairment of capital stock.

Central States Moratorium on Policy Values Lifted

The Central States Life last week entirely lifted the 5-year partial moratorium on policy loans and cash surrender values that went into effect on June 27, 1933. The company has made a new \$1,500,000 loan with the Reconstruction Finance Corporation, which after paying off a balance of \$467,108 on a prior RFC loan made in 1932, leaves approximately \$1,000,000 additional cash reserve to meet any unusual volume of policy loans and cash surrenders that may result from the lifting of the moratorium. The new arrangement on policy loans and cash values also affects the policies of the old Home Life of Arkansas which the Central States Life reinsured in 1931. Insurance Commissioner M. J. Harrison of Arkansas gave his official approval to the lifting of the moratorium on May 21.

The partial moratorium did not affect cash values that accumulated after June 27, 1933, and the company has paid every death and disability claim and every maturity in full since it began business some 28 years ago. There has been no restriction on new business written or values created on old policies since 1933, President Fairbank said.

The Central States Life since 1932 has liquidated indebtedness to the RFC and banks of more than \$2,000,000, including \$682,983 in repayments on the old RFC loan. At present the company has no other loans than the new one

with the RFC. It has assets of \$20,961,675 and \$73,627,870 of insurance in force according to the most recent statement. Its cash position is considered satisfactory.

Liens on Home Life policy reserves, will remain in force until further notice. Commissioner Harrison's order releases \$800,000 of cash and loan values.

At the time the contract was written, the Home Life had \$40,000,000 of insurance in force. Two years ago, the Arkansas insurance department estimated that lapses, maturities and cancellations had reduced the total to a figure between \$11,000,000 and \$12,000,000.

Files Intervening Motion

LINCOLN, NEB.—G. R. Wiseman, for himself and other policyholders, has intervened in appeal of the Royal Highlanders Mutual Life from an order of Director Smrha for distribution of \$1,365,000 surplus reserves, asking that the order be sustained, with five exceptions. He wants the order amended to provide that all forms of policies in effect March 10, 1937, shall be entitled to participate whether they carry dividend clauses or not; that any policies terminating in the future by death, lapse or surrender shall have paid at that time the full amount of allocated but unpaid surplus; that all annuities issued under the order be on the interest rate commonly used by companies, and that no commission or other expense be charged; that the order should give annuitants an option to receive full allocated amounts without forfeiture charge, and that the cost of litigation that he had previously instituted, as well as of his present petition in intervention, be paid by the company.

Concentrating on Smaller Field

Greater concentration of operations is the purpose of the withdrawal of the Reliance Life of Pittsburgh from Utah, Wyoming, Colorado, Nebraska, Kansas and Oklahoma. The business of Reliance Life policyholders in Oklahoma will be handled from St. Louis and that of the policyholders in the other states will be serviced from the Kansas City office.

In announcing these changes, Executive Vice-president Jay N. Jamison of the Reliance Life said the move would

be beneficial in elimination of high overhead expenses on the small amount of business being produced in these states. Most of the representatives in the territory where operations have been discontinued have been transferred to other districts.

Santa Fe National Gains

In an examination by the New Mexico and Oklahoma insurance departments the Santa Fe National Life showed \$6,267,000 insurance in force as of March 31, \$335,042 admitted assets and \$310,541 policy reserves, capital and surplus, for the protection of policyholders. Since June, 1936, when the Santa Fe was last examined, it showed a 289 percent gain in insurance in force, 79 percent gain in assets, 75 percent in reserves.

To Continue Nebraska Agency

Following the reinsurance of the Republic National of Dallas, the Western Union Life, Lincoln, Neb., President T. P. Beasley of the Republic National announces that arrangements are being made to continue an agency in Nebraska under the management of J. A. Bachman and C. H. Sharrick, formerly president and secretary respectively of the Western Union Life.

Another \$20,000 Fee

ST. LOUIS.—Joseph F. Holland, one time deputy superintendent of insurance for Missouri, has been allowed an additional fee of \$20,000 by Circuit Judge Connor for his work as commissioner on claims in the Missouri State Life. Previously he had been allowed fees totaling \$20,500.

Bankers Life Building Plans

Plans for the Bankers Life's new home office building in Des Moines are making rapid progress and architects' drawings showing the elevations, as well as a complete model of the building, are being prepared.

President G. S. Nollen is chairman of the executive committee which has complete charge of the entire new home office building project. Serving with him on this committee are Vice-president W. W. Jaeger, G. W. Fowler, vice-president and treasurer, and E. M. McCone, vice-president and actuary.

LIFE SALES MEETINGS

Columbus Mutual Clubs in Michigan in Session

LANSING, MICH.—Jackson and Lansing clubs of the Columbus Mutual Life held a regional meeting here with J. A. Preston, sales manager, attending from Columbus, O. Mr. Preston said the company this year has been keeping pace with 1937 production, total volume for the first four months being slightly ahead. The Michigan agency and Lansing district were reported also holding their own. Mr. Preston and E. A. Newark, Lansing, vice-president Michigan State club, Columbus Mutual, presented sales instructions.

Officers chosen are: President, S. S. Spurrell; vice-president, P. M. Chase; secretary-treasurer, H. J. Weber; representative on state cabinet, Mr. Spurrell. Saturday members of the cabinet will be guests of Mr. Newark at luncheon when the state club's officers will be chosen.

Midland Life to Galveston

The Leaders Club of the Midland Life will convene at Galveston, Tex., the latter part of September for its annual convention.

Old Line Life Convention

The agency convention of the Old Line Life of America will be held at Lawsonia, near Green Lake, Wis., June

27-29. Outside speakers will include Elmer Wheeler, author of the famous "Tested Selling Sentences"; John H. Jamison, Life Insurance Sales Research Bureau; R. H. Wienecke of Stewart, Keater, Kessberger & Lederer, Chicago, and E. L. Carson, Milwaukee agency manager Equitable Society.

New England Mutual Convention

The New England Mutual Life will hold its annual convention Sept. 6-8 in Banff. The qualification period for attendance at this convention will terminate June 30.

N. Y. Life's Vermont Meeting

Agents of the New York Life from all sections of Vermont gathered in Burlington for a luncheon and listened to addresses by Frank B. Summers, Boston, inspector of agencies; D. L. S. Douglas, actuary, and I. S. Kibrick, million-dollar producer of the company, Brockton, Mass. Agency Director Robert F. Janke presided.

Century Club Meets

The National Life of Des Moines held its Century Club meeting at Excelsior Springs, Mo. Officers who attended were: William Koch, president; W. J. Davidson, secretary; Robert Ormrod, superintendent of agents; Dr. L. R. Meredith, medical director, and C. M. Cogswell, sales promotion manager.

GENERAL AGENCY OPPORTUNITY AT LOS ANGELES

Old Established Eastern Company has an unusual opportunity open for Southern California.

Give in first letter full details of insurance background and performance record. Correspondence confidential.

ADDRESS H-60, NATIONAL UNDERWRITER

OHIO SUPERVISOR WANTED

An experienced life insurance salesman to travel, train, and work with agents for North Central Ohio.

The appointment will pay a moderate salary and traveling expenses with opportunity for advancement.

Age preferred 35-45.

Write in confidence giving date of birth and business experience. Address—

E. E. Kirkpatrick, Superintendent of Agencies

The Ohio National Life Insurance Company
Cincinnati, Ohio

LIFE AGENCY CHANGES

Opens Brooklyn Office

Massachusetts Protective Group Appoints Milton Schiff, Accident-Health Specialist, as General Agent

BROOKLYN—Milton Schiff, who for several years has been associated with his father, David Schiff, in a general brokerage business in Brooklyn, has been appointed general agent here for the



MILTON SCHIFF

Massachusetts Protective companies and the Paul Revere Life at 44 Court street. The appointment marks the opening of the Brooklyn territory for the Massachusetts Protective group.

Mr. Schiff started with the Herman Robinson agency of the Travelers in New York City in 1930, working mainly on life insurance and accident and health. In 1933 he and his father, who was also connected with the Travelers as a general broker, opened their own office in Brooklyn. The new general agent specializes on accident and health and works mainly among dentists. He has written several articles on accident and health insurance for dental publications and is insurance adviser to the Borough Dentists Society of Brooklyn.

Terminate Green Bay Office

The Mutual Life of New York has terminated its district office at Green Bay, Wis., of which J. J. Conway has been the manager for a year and a half. Previously for 12 years he was connected with the Aetna Casualty.

Ray Becker Retires June 30

Succeeded at Peoria, Ill., by Garrett; Burpee Named at Sioux City, Guilford at Salt Lake City

On the 41st anniversary of his first contract as a full-time agent of the Northwestern Mutual Life, Ray O. Becker, since May 1, 1905, general agent at Peoria, Ill., will retire June 30 to enjoy well-earned rest and leisure. He will be succeeded July 1 at Peoria by C. R. Garrett, now general agent at Sioux City, Ia.

Mr. Becker made a part-time contract in 1896 while assistant cashier, National Bank of Kewanee, Ill., with the late A. W. Kimball, then general agent Northwestern Mutual in Chicago. He became a full-time agent July 1, 1897. He went to Peoria as district agent Jan. 1, 1899. Kimball & Norton, general agents, appointed him in 1902 as field superintendent of the Chicago agency. Thirty-three years ago, on May 1, 1905, he was appointed general agent at Peoria, at the age of 35 years.

Few general agents have enjoyed a more active and successful life. Grant L. Hill, director of agencies stated in announcing Mr. Becker's decision to retire. He has been president Peoria Association of Commerce, Associated Charities, Creve-Coeur Club, Boy Scouts, and a bank director. He served on the standing committee of Northwestern Mutual Association of Agents. He was a skilled selector and trainer of agents. His objective was to build men to become successful in the life insurance business.

Garrett Experienced Man

Mr. Garrett has been general agent at Sioux City for eight years. He became a part-time agent of the Northwestern Mutual in 1919 at Ft. Dodge, Ia., while engaged in general insurance and real estate work, and seven years later went on a whole time basis as district agent. He reported \$444,500 on 63 lives in the first 15 months, and his annual production continued in excess of \$400,000 until he was appointed general agent at Sioux City. The enlarged Sioux City agency has practically doubled its previous production record.

Mr. Garrett will be succeeded as general agent in Sioux City by S. M. Burpee, leading producer of the agency. Mr. Burpee, University of Chicago graduate,

formerly was savings department manager of a Chicago bank. He joined the Northwestern Mutual in 1923 under W. M. McKercher. His total production in the Northwestern Mutual, exclusive of surplus lines elsewhere, has been \$3,683,380 up to April 1, this year. He has just completed seven years of continuous weekly production, and has led his state on various occasions in volume. He assisted in recruiting and training agents.

C. C. Guilford, special agent at Eau Claire, Wis., becomes general agent at Salt Lake City. He fills the vacancy by resignation of F. H. French in December. Mr. Guilford started in life insurance work in 1918, after 12 years as school principal. His wide experience includes three years as soliciting agent, two years as district agent, three years as agency cashier, a year as supervisor and ten years as special agent. He has produced nearly \$2,000,000 on approximately 500 lives.

Out of the Becker agency territory there have gone a number of Northwestern Mutual alumni. B. J. Stumm is general agent at Aurora, Ill., and S. C. Pearson at Kansas City, both having been residents of La Salle county when Mr. Becker was field supervisor. The late General Agent H. A. Clark of Princeton, Ill., came from that district. L. F. Larson, general agent at Portland, Ore., and S. L. Youngquist of Columbus, O., graduated from Mr. Becker's field. L. W. LaBounta became general agent of the Penn Mutual at Minneapolis.

Central Life, Ill., Appoints Three Men in Field

R. M. Adams, Arlington, Tex., has been appointed Texas manager by the Central Life of Illinois. He formerly for 15 years represented the American National, Kansas City Life, Volunteer State Life and Gulf States Life.

T. J. Miller, Dixon, Ill., becomes regional director. He has been in the business 15 years, formerly being connected with the Travelers as general agent and supervisor.

G. R. Duling has been named Indiana supervisor with headquarters in Indianapolis. He formerly represented the Indianapolis Life as home office supervisor and has had considerable experience and success as general agent and supervisor for the Illinois Bankers Life.

Old Line Life Names Two

The Old Line Life of America has appointed two general agents in Michigan.

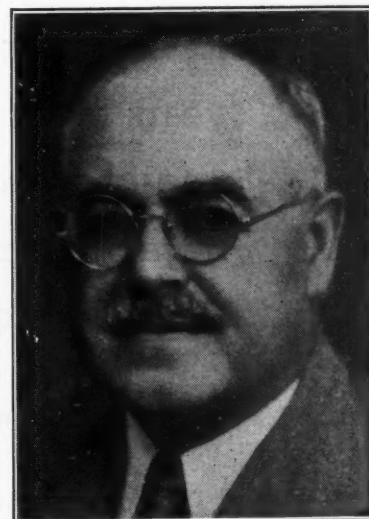
Claude E. May, formerly with the Prudential, becomes general agent at Grand Rapids and Charles A. Jupin, formerly with the American Life, at Jackson, Mich.

Two General Agents Named

Walters Takes Charge in Philadelphia, Nelson at Indianapolis, for Ohio State Life

The Ohio State Life has appointed Thomas H. Walters general agent in Philadelphia.

From 1923 to 1929 Mr. Walters was



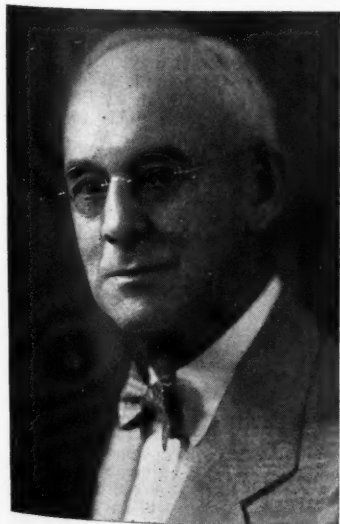
THOMAS H. WALTERS

president of the board of directors of the Junior Order United American Workmen and in 1929 became general manager of the life insurance department of the Junior Order. He is a past president of the presidents' section of the National Fraternal Congress and has been active on many committees in that organization.

Mr. Walters, born at Wilmington, Del., in 1872, joined the Junior Order at the age of 16 and since had held almost every position in that society. He was state councillor from Pennsylvania and later national councillor, the executive head, before becoming general manager. Under his direction the order enjoyed great growth.

John A. Nelson becomes Indianapolis general agent. He for a number of years was superintendent and district manager

NORTHWESTERN MUTUAL MAKES CHANGES IN FIELD



RAY O. BECKER

With announced retirement of Ray O. Becker June 30 as Peoria, Ill., general



C. R. GARRETT

agent, the Northwestern Mutual Life is making three changes in the field. C.



S. M. BURPEE

R. Garrett succeeds Mr. Becker. S. M. Burpee becomes general agent at Sioux



C. C. GUILFORD

City, Ia., succeeding Mr. Garrett there. C. C. Guilford takes hold at Salt Lake.

COUNTRY LIFE INSURANCE COMPANY

In the short span of 9½ years takes its place as one of the outstanding legal reserve life insurance companies.

Home Office: 608 S. Dearborn St.
Chicago, Illinois

SIXTY STEPS AHEAD

Hayes was the new President of the United States when Fidelity was organized in 1878. In the sixty years that have since passed Fidelity has come a long way.

Its policyholders now number more than 100,000—its assets more than \$117,000,000 and its insurance in force more than \$362,000,000. It operates in 37 states, including New York and the New England states, on a 3% reserve basis, full level net premium.

Fidelity, pausing but briefly in its 60th Anniversary Year to look backward, continues its march forward to greater fields of service.

The **FIDELITY MUTUAL LIFE**
INSURANCE COMPANY
PHILADELPHIA
WALTER LEMAR TALBOT, *President*

of the National Life & Accident at Cleveland and Indianapolis and later was training director for the R. & R. service.

Wichita Falls Appointment

The General American Life has appointed Charles E. Collins as a general agent at Wichita Falls, Tex. He is 31 years old, married, and has three children. He attended Colorado College and Texas Technical College and sold some life insurance through another agent while attending the latter school, producing \$100,000 as a part-timer. In more recent years he has averaged better than \$200,000 annually and has been an App-A-Week producer for about thirty months. His previous experience has been with the Reserve Loan Life as a part-time agent, and more recently he was with Gulf States and Southland Life of Dallas.

Balskey Gets Under Way

Harry A. Balskey, recently appointed general agent by the Central Life of Illinois at Aurora, Ill., for seven counties, has his work well under way. He entered the business in 1932 as special agent Northwestern Mutual Life at Aurora. After two years he was made district agent for the Lincoln National Life at Aurora where he served for 2½ years prior to his present appointment. Before entering life insurance he was general secretary of the Y. M. C. A. for 25 years. He is secretary Aurora Life Underwriters Association.

C. A. B. MacRury has been appointed supervisor for the Vancouver branch of Great West Life at Vancouver, B. C.

Hollywood Manager of the Canada Life



E. NEIL BURTON

The Canada Life has appointed E. Neil Burton manager of a newly opened branch at Hollywood, Cal. He was previously assistant manager of the Los Angeles branch. He joined the Canada Life in February, 1932, and for five consecutive years has been a production club member.

AS SEEN FROM CHICAGO

ATTENDING SWAMPSCOTT MEETING

A large contingent from both the E. W. Hughes and John Dingle agencies Massachusetts Mutual will attend the company's annual convention at Swampscott, Mass., June 6-8. General Agent Hughes and Agency Counselors A. R. Houle and C. R. Jones will lead the delegation from that agency.

Others attending will be J. W. Ensminger, G. E. Beatty, B. R. Crawford, E. C. Young, J. W. Tarpy, P. C. Patterson, Mrs. J. T. Phillips, R. J. Amspacher, Miss Mary T. Dailey, R. C. Whitney, S. Loeb, Miss Rose B. Fuller and John Goldbacher.

Those from the Dingle agency will include General Agent Dingle, William Friskey, H. F. Baker, Jules Friend, R. A. Pick, J. F. Truman, Harry Anderson and Parker Johnson. Many delegates will be accompanied by their wives.

TRAVELERS TO HOLD PICNIC

The Travelers branch office in Chicago will hold its annual picnic June 14 at Woodridge Golf & Country Club near Chicago. There will be baseball games, a skeet tournament, horseshoes and bowling on the green. G. E. Fertig is chairman of the arrangements committee. E. B. Dudley is manager of the branch.

KIEFFER AGENCY APPOINTMENTS

Stephen H. Birgel, for a number of years with the New York Life and manager of the home office agency of the Federal Life in Chicago for the last three years, has been appointed district representative of the Ohio State Life associated with the Philip J. Kieffer agency, Chicago.

Nicholas Beck also becomes a member of the agency. Mr. Beck was formerly with the New York Life and later with the John Hancock Mutual Life.

HILLER LEADS PENN MUTUAL

Walter N. Hiller of Stumes & Loeb, Penn Mutual general agents in Chicago, led his company in the first four months with more than \$400,000 paid business. In addition he had paid for some \$300,000 excess lines in other companies,

therefore actually is not far from the million mark in the first one-third year. Paid business so far in May is about \$50,000. Mr. Hiller is a life member of the Million Dollar Round Table, a C. L. U., and is instructing in the life insurance course at Northwestern University and conducting a section of the C. L. U. cram course in Chicago. He has been a "millionaire" for nine successive years.

MRS. GEORGE R. McLERAN DIES

Mrs. George R. McLeran died last week at the Hinsdale home of her son, Donald O. McLeran, a supervisor in the Heifetz agency of the Mutual Life in Chicago. Her husband, George R. McLeran, a notable figure in Chicago life insurance for many years, died a couple of months ago after a long illness. Mrs. McLeran went to Mississippi to visit a brother and returned home only the day before her death.

MINNEC TRIAL UNDER WAY

Several witnesses have already testified in the trial of J. M. Minnec before Federal Judge Sullivan in Chicago on charges of using the mails to defraud. He was the operator of two mutual benefit associations in Berwyn, Ill. The secretary of these concerns testified that he knew nothing about the operations and was merely a dummy. A bookkeeper was placed on the stand and Mrs. Minnec testified that she had received certain checks of the company in payment of alimony. The prospects are for a lengthy trial.

SCHWARTZ, KRUGER & CO. OPENING

Joseph Schwartz and Jack Kruger have opened a general insurance office in 705 Insurance Exchange, Chicago, going under the title Schwartz, Kruger & Co. They have been appointed general agents by the Continental Assurance. They also have other representation in the fire and casualty lines. Mr. Kruger has charge of the life end and Mr. Schwartz of general insurance. Both have had nearly 25 years' experience in the business at Chicago and have been friends throughout that period. Mr.

Schwartz is a prominent broker active in the Insurance Brokers Association of Illinois. He is organizer of the brokers' choral group in the association. Mr. Kruger for six years has managed the life department of Cramsie, Laadt & Co., Chicago, having opened the department and built it to substantial production. Prior to that he was assistant manager Missouri State Life in Chicago. Previously he was for 10 years in the casualty end.

The telephone numbers of the new office, which is being opened this week end are Wabash 3410 and Wabash 9790.

MANAGERS, GENERAL AGENTS MEET

The executive committee and officers of the Continental Assurance managers and general agents association met in Chicago, conferring with home office officials on recruiting, training and sales promotion plans for this year. Clarence Thiele, Milwaukee, president of the association, presided. President H. A. Behrens, W. E. White, vice-president; Dr. H. W. Dingman, vice-president and medical director, and Charles Cravens, educational director, addressed the group. A number of ideas developed by the home office were explained.

JENS SMITH IN CHICAGO

Jens Smith of Los Angeles, manager of agencies of the Pacific Mutual Life, is on an agency trip having left the home office May 1. He is in Chicago this week. He will not get back to his desk until the latter part of June.

BREDBERG NOW VICE-PRESIDENT

Harold L. Bredberg, manager in Chicago of National Service & Appraisal Co., Guardian Mercantile Agency and Hill's Reports, has been elevated to vice-president of these three companies. His duties are enlarged, requiring some travel in the east in connection with affairs of Guardian Mercantile Agency. Mr. Bredberg has been in his present

connection for five years, formerly for ten years having been a fire and casualty underwriter and special agent with a number of prominent companies. He is a director of the Chicago Accident & Health Association, and former treasurer, and also is treasurer of the Chicago Burglary & Plate Glass Association.

HOBBS HEADS NEW COUNCIL

The Chicago Life Insurance & Trust Council was formally organized and officers elected, P. B. Hobbs, agency manager Equitable Society, becoming the first president. Constitution and by-laws were adopted. Other officers are: Vice-president, Harold Eckhart, vice-president Harris Trust & Savings Bank; secretary, A. S. Ingersoll, Mutual Benefit; treasurer, Samuel Marsh, manager new business department, First National Bank. Lester H. Forbes, Mutual Benefit, was nominating committee chairman. The executive committee is three each from life agencies and banks: One year,

D. W. Laing, assistant secretary Northern Trust, and H. K. Nickell, Connecticut General; two years, R. D. Cameron, second vice-president Continental Illinois National Bank, and E. W. Hughes, general agent Massachusetts Mutual; three years, R. K. Thomas, assistant trust officer City National Bank, and J. R. Hastie, manager Mutual Life of New York. J. C. Mechem, vice-president First National Bank, gave an address, pointing out the life insurance and trust businesses are the best in the world, affording opportunity for a great service of protection and the greatest possibilities of growth. C. J. Zimmerman, general agent Connecticut Mutual; F. B. Simon, Stumes & Loeb, Penn Mutual and Paul Peterson, independent, also talked. Mr. Simon suggested a survey be made of rate of return on life insurance funds placed in trust. E. B. Thurman, general agent New England Mutual, was first paid member and E. W. Hughes, general agent Massachusetts Mutual, was second.

during recent years and has done research work which has resulted in the revision and reorganization of some companies. Mr. Strudell is a C. L. U.

James Abels in Charge of Franklin Life Agency Work

James Abels, assistant treasurer, has been placed in charge of agency activities at the head office of Franklin Life, owing to the resignation of Rollin Young. Mr. Abels is a brother of Henry Abels, vice-president of Franklin Life. James Abels has been connected with the company for more than 25 years. He is intimately acquainted with the agency organization and as a matter of fact has handled much of the agency correspondence for several years.

R. M. Roland with Old Line

R. M. Roland has been appointed field superintendent for the Old Line Life of Milwaukee, he having been connected with the American Life, first as agent and then for the last three years as supervisor. For the present he will confine his activities to Michigan, the home state of the American Life.

Views Economic Situation

Crawford H. Ellis, president of the Pan-American Life, while visiting San Francisco recently, said continued restrictions placed upon business are stifling initiative and business expansion. Strongly in favor of unrestrained expansion, Mr. Ellis believes most men, now capable of living in fairly comfortable circumstances, have decided to

AMONG COMPANY MEN

Strudell Made Vice-President

Well Known Life Insurance Expert and Executive Joins the Central States Life of St. Louis

Fred D. Strudell of St. Louis has been elected vice-president of Central States Life of that city.

In accepting the post Mr. Strudell left the service of the Northwestern Na-

as state manager for Missouri and resident vice-president. He succeeded in building a million-dollar-a-year agency.

In the following year he did extensive research work for the Inter-Southern. He later founded the St. Louis general agency for the Northwestern National Life of Minneapolis. Shortly after, this agency became a partnership. Six years after organization the Agency had \$10,000,000 of insurance in force.

He has continued his actuarial work



FRED D. STRUDELL

tional Life. He was co-manager of the Albachten-Strudell Agency and has been among the largest personal producers for many years. In 1911 he was assistant actuary of Missouri State Life and after a short time became a member of the American Institute of Actuaries. Six years later he was appointed assistant director of Civilian Relief, a division of the American Red Cross.

In 1921 he became vice-president and secretary of the American Life Reinsurance of Dallas, and was with the company from its organization until shortly before it was sold to the Southland Life. In those years the company grew rapidly, starting from scratch and having \$55,000,000 of life insurance on its books in seven years. In the same period, 10 percent cash dividends were paid, commencing in the third year. The surplus funds were increased 100 percent in the seven years. It was largely because of the foresight and ability of Mr. Strudell that these advancements were made in such a short time. In 1921 he established the Chicago branch.

Then for several years he was in independent work as actuary in St. Louis. With selling opportunities becoming increasingly profitable in 1927, he became connected with the Inter-Southern Life

Modern Life Insurance Since 1845

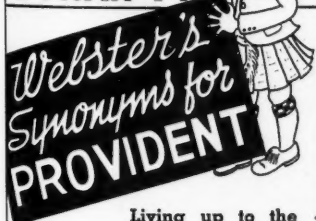


BACK of the Mutual Benefit man stands a home office with a proved ability to cooperate in the drafting of even minute details of an individual life plan. Back of him also stands a record of stability and fair dealing—a record of sound protection and liberal treatment. The Mutual Benefit has always been more liberal than any insurance law required. Of its own volition the Mutual Benefit pioneered the Principle of Retroaction, which extends so far as possible all new benefits to old policies, making them in effect as modern as the newest.

The Mutual Benefit
LIFE INSURANCE COMPANY

Newark, New Jersey

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Living up to the attributes which its name implies, is a definite Provident principle. (1) Its course has been charted ahead (2) solicitously mindful of the necessity for (3) prudent economy, all of which develops (4) efficient management and leads to a sound and prosperous condition. To company, policyholder, and agent, the word Provident is significant of the great requisite upon which their mutual interests are based.

General Agencies are available to responsible representatives in North Dakota, South Dakota, Minnesota, Montana, Idaho, Washington and Oregon.

PROVIDENT
LIFE INSURANCE CO.
Bismarck, North Dakota

make no further effort toward greater developments due to the heavy tax impositions upon industry. These conditions, however, have created an unprecedented opportunity for life insurance agents, he said.

Occidental Advances Two

E. S. Jensen and O. J. Myers, both in the actuarial department of the Occidental Life of Los Angeles, have been elected assistant secretaries.

Mr. Jensen is a native of Hartford, and started in the actuarial department of the Travelers, then spent 10 years in the actuarial department of the Great Republic Life, joining the Occidental in 1935 in the group underwriting section.

Mr. Myers was with the Great Northern Life of Fargo, N. D., until the Occidental took it over in 1924, since which time he has been in the home office actuarial department except for two years in the claims department.

Baldwin Ends Agency Trip

Vice-president W. Lee Baldwin of the Colorado Life, recently concluded an agency trip through New Mexico, Texas, Arkansas and Tennessee, getting better acquainted with general agents and making a number of new appointments. This is his first trip through the south-

eastern territory since going with the Colorado Life the first of this year. Mr. Baldwin terminated his traveling by attending the Health & Accident Underwriters Conference in Chicago.

Hunter Now Vice-president

C. A. Hunter has been elected vice-president of Atlantic Life. He joined the company in December last year as manager of the real estate department, previously having been president of the Guaranty & Mortgage Corporation.

Dr. Williams Medical Director

Dr. E. S. Williams, formerly acting medical director, has been elected medical director of the Life of Virginia.

Dahringer Heads Trust Council

A. H. Dahringer has been elected president of Life Insurance Trust Council of the Capitol District of New York. It consists of life insurance men interested in estate planning and trust officers of trust companies.

Mr. Dahringer has been in the life insurance business 15 years, starting with D. M. Fraser in New York City, and for the last two years has been with Ter Bush & Powell of Schenectady, specializing in estate taxes and insurance.

NEWS OF LIFE ASSOCIATIONS

Election in San Francisco

Meeting Friday to Name Successor to Nelson Who Is Retiring June 30

For the purpose of nominating a candidate for the presidency, three vice-presidents, one of which will represent the personal producers' section, another the general agents and managers and another, the C. L. U. section, and a secretary-treasurer, a meeting of the San Francisco association is being held Friday afternoon. N. J. Nelson, will relinquish the office of president June 30.

An election and nominating committee consisting of A. E. Flamer, Aetna Life; R. J. Shipley, Northwestern Mutual; F. J. Van Stralen, Mass. Mutual and A. K. Deutsch, Equitable Life, will be in charge of the meeting. Messrs. Flamer, Shipley and Van Stralen are serving as vice-presidents. Mr. Deutsch is chairman of the recently organized "Quarter Million Round Table." Candidates selected at the meeting will be voted upon in June and take office July 1.

Membership Increase

The organization has 327 paid members, an increase of four over the closing figure June 30, 1937. H. K. Cassidy, manager Pacific Mutual Life, chairman of the membership committee, announced. He plans to continue the drive, hoping to break the all-time record of 400 attained when the convention of the National Association of Life Underwriters was held at San Francisco in 1932.

Under Miss Eva Pearsall, Aetna Life, as the chairman, association maintained a booth at the "Treasure Island Zephyrs" exhibition of the San Francisco Business & Professional Women's Club. Mrs. Hazel Oppenheimer, Equitable Life, is advisory chairman of the women's committee, and president of the club. Members were stationed in the booth to give information regarding life insurance and association activities.

O. D. Douglas Is Honored by San Antonio Association

SAN ANTONIO, TEX.—O. D. Douglas, Texas general agent for the Lincoln National Life and president of the Texas Association of Life Underwriters, was honored at a meeting of the San Antonio association. The meeting day was designated as O. D. Douglas Appreciation Day. Mr. Douglas is chairman of the nominating committee of the National association. More than 150 attended.

O. P. Schnabel Presides

O. P. Schnabel, past president of the San Antonio association and past president of the Texas association, presided. D. J. Farrell, president of the local association, spoke on "What O. D. Douglas Has Meant to the Life Insurance Business and the San Antonio Association." He referred to two classes of men—the hitch hikers and those who sit in the driver's seat and accomplish things. He described Mr. Douglas as one who has accomplished much both in association work and for the institution of life insurance. J. S. Smith, Aetna Life, Houston, took as his theme, "What O. D. Douglas Has Meant to the Texas Association and to the Associations Throughout Texas." He paid a glowing tribute to Mrs. Douglas and stated that Mr. Douglas had given financial support, strength of his personality and all of his ability to forwarding good life insurance practices. Other speakers included: F. J. Kinane, Lincoln National Life, Austin; L. E. Fite, local realtor, and B. A. Wiedemann, agency manager Union Central, San Antonio, who presented Mr.

and Mrs. Douglas with a silver tray and 12 silver goblets.

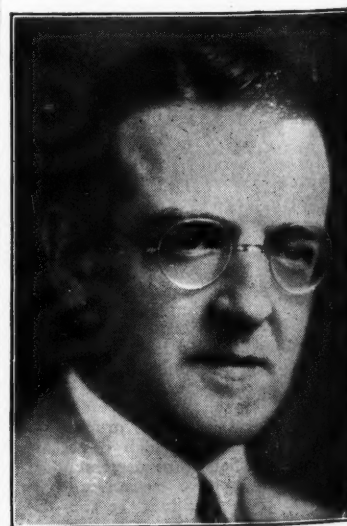
The report of the nominating committee, presented by Matthew Brown, San Antonio general agent General American Life, chairman, named Lucian Jones, Amicable Life, Waco, for president; B. T. Matteson, C. L. U., General American Life, vice-president; Milton Fischer, Pacific Mutual Life, secretary-treasurer, and Sidney Lahourcade, Al Warner, D. O. Johnson, J. Stein, directors for two-year term. G. Archie Helland was elected to succeed A. H. Pegues, resigned, as director.

State Association Formed in Utah; Walker President

SALT LAKE CITY—Utah now has a State Life Underwriters Association, in addition to three local associations in Salt Lake City, Ogden and Cache Valley, with Logan City as headquarters of the latter. Delegates representing the three local associations met at Logan City in convention and elected officers who will serve until July 1, 1939. Those elected were: F. Edward Walker, Salt Lake City, United Benefit Life, president; Reed Gammell, Ogden, Beneficial Life, first vice-president; S. V. Prows, Logan, Metropolitan Life, second vice-president; Karl K. Kroguie, Salt Lake, Business Men's Assurance, third vice-president; Sterling W. Sill, Salt Lake, secretary-treasurer. State committeemen are John James, Salt Lake, Occidental Life, Cal.; Clarence L. Madsen, Ogden, Equitable Society; John Binns, Logan, New York Life.

A well attended luncheon meeting, sponsored by the Cache Valley Association preceded the state meet, which was addressed by Mayor Lundstrom of

Illinois President



PHILIP B. HOBBS

Philip B. Hobbs, Equitable Society manager in Chicago, was elected president of the Illinois Association of Life Underwriters at its annual meeting in Bloomington. Mr. Hobbs is also chairman of the general agents and managers section of the National association. Mr. Hobbs was reared in the insurance business and his father was an auditor of the Equitable for 42 years. Mr. Hobbs started in insurance in 1913 and joined the Equitable as district manager in northern Illinois in 1916. He was made assistant agency manager in 1923 and in 1926 he was given his own agency. He is a dynamic leader and the Illinois association expects a fine administration under his leadership.

Pure Protection LOW COST Life Insurance No Cash Values

Life Insurance in itself is inexpensive

We are proud of our THIRTY YEAR record of dependable service to our policyholders. During this time the country passed through the GREATEST WAR in history—the GREATEST EPIDEMIC and the GREATEST DEPRESSION. It has never been necessary to borrow money from the government or any other source to meet our obligations.

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OVER 113 MILLION IN FORCE

Ernest J. Heppenheimer, President Charles F. Nettleship, Vice-President
Home Office—Jersey City, N. J.

May 27, 1938

Logan, Commissioner Neslen, and G. O. Romney of the research department of Utah Agricultural College, who spoke on "Salesmanship and Professional Organization."

Mississippi State Body

JACKSON, MISS.—The Mississippi Association of Life Underwriters has been organized with J. Lee Denson of this city as president. J. S. Knight of Jackson becomes secretary. Mr. Knight is head of the Standard Life home office agency at Jackson. The vice-presidents of the state association automatically come into office when they are elected presidents of their local associations. The board of directors consists of the president and secretary of the state association, the president of each local association, the secretary of each local body and a state committeeman to be chosen by each local association. Those present at the organization meeting were:

Biloxi: Walter E. White, Kos Jackson; Jackson: Harry O'Steen, J. P. McNeil, Ralph Hester, Otis Barry, J. Lee Denson, J. S. Knight; Meridian: Tom Lyell Mitchell, Sam Neville, E. J. Cambron, J. F. Vallery; Gulfport: Geo. C. Poole; Laurel: Fred Nicholson, C. L. O'Quin, H. W. Graves, George T. Wilson, H. E. Burrow, S. P. Bissell; Vicksburg: Robert Selby, O. LaBarr, H. A. Walker, C. E. Derrington, F. L. MacRae, N. C. Slimmer.

Denver—C. Earl Davis, president, has announced its report of nominations for officers.

For president, H. Allen Nye, Equitable Life; vice presidents, Guy E. Hobson, Connecticut Mutual, B. J. Harrington, Metropolitan; A. E. Ballah, Northwestern Mutual. For secretary, A. T. Severs, Travelers, was renominated. For directors, C. M. Comin, Prudential, E. L. Metcalf, National Life of Vermont; W. S. Cooley, Pacific Mutual; V. J. Pobrislo, Columbian National, and Thomas S. Pointer, Penn Mutual.

The nomination committee was headed by E. C. Eddleblute, Penn Mutual. Election will be held in June. Most interesting of changes will be the fact that the Colorado Association of Life Underwriters will change its name to the Denver Association of Life Underwriters. Within 30 days it is planned to organize an entirely new state organization under the name Colorado Association of Life Underwriters, to include various outlying groups, including Pueblo, Colorado Springs and Greeley.

Northern New Jersey—Elaborate plans have been made for the annual outing which will be held at Mazda Brook Park, near Morristown, N. J., on June 25. There will be a buffet luncheon served all day, all sorts of out-door sports are on the program. Prizes will be awarded the winners in each event. C. J. Schmitz, Provident Mutual Life, is general chairman of the arrangement committee.

Cincinnati—Election of officers will take place June 2, the following candidates having been selected by the nominating committees: G. J. Woodward, Equitable Society, president; J. C. Sebastian, Union Central, vice-president; W. C. Wilson, Guardian Life, secretary; J. C. McFarland, Ohio State Life, treasurer. Two trustees will be chosen to serve three years, they being C. A. Cottingham, Penn Mutual, and A. F. Bauer, Mutual Benefit. The candidates' ticket was unanimously approved by the two nominating committees of which R. G. Leuzinger, Phoenix Mutual, and Ray Hodges, Ohio National, were chairmen. The annual meeting will be held the following day. The new officers will be installed. Jack Lauer, chairman Million Dollar Round Table, will be the featured speaker, talking on "What Is the Difference?" John Manss, Columbia Life, is in charge of election arrangements.

Richmond, Va.—J. H. Freeman, manager Retail Credit, explained methods of his company in obtaining information of interest to life insurance. The annual meeting will be held in June.

San Francisco—Plans are now being completed by the San Francisco association for a luncheon to be held June 29 with O. Sam Cummings, president of the National association, as the principal

speaker. Coincident with President Cummings' visit, the annual convention of the California state association will be held in San Francisco June 26-28.

Northwest Texas—At a meeting in Amarillo, Clyde Rehmyer was elected president, succeeding J. W. Timmons; E. C. Cayton, vice-president, and J. N. Browning, reelected secretary-treasurer. Directors are Bob Rowan, C. F. Collier, F. B. Martin, L. L. Lloyd, T. B. O'Brien and the retiring president, J. W. Timmons. Mr. Timmons was also named state committeeman, while W. P. Powell was chosen as national committeeman.

A. W. Hogue of Dallas, state manager Business Men's Assurance, spoke on "Sales Methods to Meet Present Day Needs."

Victoria, B. C.—"Life insurance is far from overdone," declared E. H. Hanley, supervisor of agencies North American Life, Toronto. He contended there are still plenty of splendid openings for those entering the business who have the vision to see and the ambition to work.

Frank W. Taylor, president of the association, urged that a membership campaign be started.

Lake Charles, La.—Guy C. Lyman, New Orleans, general agent of the Pacific Mutual Life, spoke on "How to Build a Clientele."

Montreal—The annual golf tournament will be held June 7 at the Mount Royal Golf Club. The G. J. LeDroit Trophy for low net and J. C. Joy Trophy for low gross will be the principal awards.

Birmingham, Ala.—Dale Carnegie speaks May 27. This is in lieu of the regular monthly meeting.

St. Paul, Minn.—H. H. Ames, Prudential, is the new president elected at the annual meeting this week. Others named were: Vice-president, T. H. Tomlinson, Bankers Life; secretary-treasurer, A. G. Eaton, State Mutual; directors, Paul Cottingham, Mutual of New York; M. N. Meyer, Guardian; C. W. Kleifgen, Metropolitan; Herman Rampmeier, Travelers; A. F. Breher, Northwestern Mutual, and Dean H. Field, Prudential.

Grand Rapids, Mich.—The last meeting of the season was addressed by C. O. Fischer, vice-president Massachusetts Mutual Life.

Boston—Ernest W. Owen, Detroit manager Sun Life of Canada, spoke. Owen D. Murphy, chairman essay contest, reported 227 entries with Mary L. Heath as winner.

Oklahoma City—A. Walton Litz of Nashville, Tenn., director of agencies for the Great Southern Life in Kentucky and Tennessee, was key speaker at the May meeting on "The Career of an Underwriter." He contended that the life insurance business in itself was a steady job and if an agent worked as he should he would have no cause to worry about finances, stating that a life underwriter gets just what he puts into his work.

The next meeting will be June 8, when Joe S. Maryman, special agent Aetna Life at Little Rock, Ark., will speak. New officers will be elected and consideration will be given to a revision of the by-laws. Homer Jamison of the Equitable of the U. S. was named chairman of the nominating committee and Bryan Bowers, of the Home Life, chairman of the by-law revision committee.

Missouri—The annual meeting in Springfield, Mo., originally scheduled for May 20-21, was postponed to June 17-18. The postponement was made so as not to conflict with the sales congress conducted by the St. Louis association.

Louisville, Ky.—E. A. Crane, Indianapolis general agent Northwestern Mutual Life, spoke on "One Man's View."

Los Angeles—John W. Yates, manager of the Massachusetts Mutual, spoke on "Human Interest Stories." In 1934, at the Edgewater Beach Hotel in Chicago, Mr. Yates had a meeting of life insurance beneficiaries, all having participated in insurance which had been sold by him. He drew on their experiences for his material.

Peoria, Ill.—Paul Speicher, managing editor of the "Insurance Research and Review Service," Indianapolis, was prin-

cipal speaker at the monthly luncheon. Hugh A. Shaw, president, general agent for the Indianapolis Life, presided.

Pump Priming Criticised by Chicago Economist

Strong criticism of the governmental policy of "pump priming" was offered by Dr. Melchior Palyi, University of Chicago economist, in his address this week before the Health & Accident Underwriters Conference at its meeting in Chicago. He characterized that policy as "a planned monetary economy without planning, or a piecemeal system of interference which eliminates possibly as many opportunities of enterprise as it creates."

In addition to a mounting national debt with a growing burden of servicing it and an unstable system of governmental finance, he said that pump priming tends further to depress interest rates.

"But cheap money, sustained over a long period, has lost whatever psychologically stimulating effect it might have had, and actually tends to become a symptom of depression in permanence."

He emphasized the "corrupting effect exerted on public psychology. It is a school, educating the American people to rely on government subsidies rather than on their own wits and industry." He also spoke of the possibility of using this means to continue the ruling party in power.

If a pump priming succeeds in eliminating more than certain difficulties connected with business adjustments, he said, the price will have to be paid later and it will not be as cheap. He expressed doubt as to whether even that dubious result will be achieved.

A. J. Ballard of the D. O. Johnson agency of the Minnesota Mutual, San Antonio, Tex., has completed five years as a member of the company's "App-a-Week Club."



Increases and Decreases

For five years Protective Life has shown *increases* in its average size policy; and during those same five years has shown *decreases* in its lapse ratio.

This means two things:

1. Protective Life agents are earning more first year and renewal commissions.
2. Protective Life's campaign to make its agents "quality conscious" is getting results.

Protective's 1938 sales compared to 1937, at the end of April were far above the average for the country.

Protective
LIFE INSURANCE CO.
William J. Rushton, President
BIRMINGHAM, ALABAMA.



MEN WHO SELL



Designate the ROCKFORD LIFEMEN—Why?

- Because they are making SALES virtually every day. They have a policy for every need (from one year renewal term to 10 year endowment) and an amount for every purse (from \$100 to \$100,000). Investigate why our field force is growing rapidly.

Rockford Life Insurance Company

Francis L. Brown, President
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VIEWED FROM NEW YORK

By R. B. MITCHELL

Bolsters Seasoned Producers

Weekly Study Group Aids Morale of Men Fighting Recession's Sales Resistance

Toward the close of last year Supervisor Harry Krueger of the Recht & Kutch agency of the Northwestern Mutual Life of New York City noticed that the production slump was worst among the bigger producers. He laid his findings before the agency's 20 top producers and sold them the idea of meeting for a study course every Monday at 8:30. The course began shortly after the first of the year and continued until last week, drawing an average attendance of 80 percent of those enrolled, even though it meant inconvenience and an earlier train for many. One man had to catch a 6:45 train in order to be at the meetings on time.

Not only did the course maintain the interest and enthusiasm of the participants but it proved to be of great practical value. While there is no telling how much the course had to do with the agency's production it is undoubtedly significant that in the face of a countrywide production slump in ordinary insurance amounting to 21 percent for the first four months, the Recht & Kutch agency is ahead for the year to date.

The meetings proved particularly valuable as a means of bolstering morale. At the same time it was surprising how much interest these seasoned producers took in discussing policy contract information and the technique of the interview. There was evolved a group spirit which proved helpful in producing the morale necessary to fight the business recession talk among prospects. Then, too, the exchange of selling ideas proved valuable and the knowledge that others in the group were writing business was stimulating.

Knight Outing June 3

The Charles B. Knight agency of the Union Central Life in New York City will have its annual outing June 3 at the Westchester County Club, Rye, N. Y. There will be a golf tournament, also tennis and swimming, during the day and in the evening there will be a dinner party. The office will close at noon and the office staff will journey to the club in special busses.

Insurance Society Election

The Insurance Society of New York City, the educational body, has elected H. H. Reed, general manager of the Insurance Company of North America, as president. E. R. Hardy is the veteran secretary, he being the main factor in the Insurance Institute of America. One of the directors is Julian S. Myrick, manager of the Mutual Life of New York.

April Sales for New York

April sales of ordinary life insurance in New York City, as estimated by the Life Insurance Sales Research Bureau and released through the New York City Life Underwriters Association, amounted to \$46,698,000 as against \$65,097,000 for April, 1937.

W. J. Pedrick Feted

General Agent W. J. Pedrick of the Equitable Society celebrated two major anniversaries last week—his fiftieth birthday and the twentieth year of his executive leadership of the Fifth Avenue Association of New York City, of which he is president. The staff of his general agency and the executive officers of the association gave him a luncheon at the Empire State club. A testimonial volume made up of messages and

greetings from state, city and federal officials was presented to him by members of his staff as a tribute for the outstanding service he has rendered during his two score years of civic activity. There were messages from President Parkinson of the Equitable, Governor Lehman, former Governor Alfred E. Smith, and Grover Whalen, president of the World's Fair Corporation.

In New York and in other cities the name of Captain Pedrick has become closely associated with Fifth Avenue. During his administration of the Fifth Avenue Association he has been directly responsible for such important improvement as the widening of Park avenue and the creation of a traffic by-pass over the Grand Central district, the widening and development of Madison avenue, Fifty-seventh street and other cross streets in the Fifth avenue section, the successful campaign for rehabilitating Central Park, Bryant Park and other parks in the Fifth avenue district and the preservation of the residential areas, the sign law which prohibits overhanging illuminated signs and restricts non-illuminated signs to one foot from the building line on Fifth, Madison and Park avenues and the intersecting cross streets. He has also played a major role in getting zoning legislation and ordinances maintaining the prestige of the Fifth avenue retail district, including legislation aimed at the elimination of fake liquidation and bankruptcy sales.

Penn Mutual Men Feted

Two Penn Mutual general agents were luncheoned in New York City. Henry M. Faser, Jr., who by transfer and promotion will take charge of the Boston agency, and Frank H. Meyer, of the Yonkers agency, who, retaining that territory, will have charge of the present Faser agency. The luncheon was given by the Penn Mutual General Agents Association of New York City. These were present from the home office: John A. Stevenson, executive vice president; A. E. Patterson, vice president in charge of agency affairs; Malcolm Adam, vice president in charge of underwriting; and Dr. S. B. Scholz, Jr., medical director; all of the New York general agents; and Matt P. Gallagher, manager of the New York premium collection office attended.

General Agent Ben Hyde, president of the association, was toastmaster. Mr. Meyer was elected secretary of the association, to succeed Mr. Faser.

Parker District Manager

Arnold Harmelin, general agent in New York City for the Columbian National Life, has appointed Max M. Parker, formerly assistant manager for the Metropolitan Life, as district manager. Mr. Parker went into the life insurance business with the Metropolitan in 1926 and in that year placed \$380,000 of ordinary business. In 1927 he led the entire Metropolitan force with a volume of \$556,000 paid for and in 1928 his production again exceeded half a million dollars.

Mr. Parker became an assistant manager in 1929, his duties being principally to induct and train new agents. He continued in this work until joining Mr. Harmelin's agency. He is active in many social and benevolent organizations.

The Harmelin agency, which celebrated its twentieth anniversary February led the company's entire field force for the first four months and is making every effort to continue its leadership.

Southland Life Qualifiers

DALLAS—B. A. Donnally, executive vice-president of the Southland Life, has announced that 12 members of its agency force have qualified for the round table of the Texas Life Under-

writers Association, having produced \$6,000 or more in annual premiums for the period of May 1, 1937, through April 30, 1938.

The qualifiers are: A. C. "Tex" Bayless, Houston; Mrs. Muriel F. Briggs, Dallas; W. N. Crosthwaite, Abilene; W. T. Gwaltney, Fort Worth; Lee C. Haines, Dallas; B. A. McPhail, Tyler; C. E. Seay, Dallas; Isadore Segall, Dallas; Koger Stokes, San Antonio; B. Tanenbaum, Austin; E. B. Winborn, Alice; Neil H. Wright, Lubbock.

Verdict Against Benefit Outfit

MENA, ARK.—The state of Arkansas brought suit here in Polk Circuit Court against the Standard Mutual Benefit of Jacksonville, Fla., charging it with having operated in Arkansas selling insurance without the official permit of the state. It was brought in connection with the alleged sale of a policy to Mrs. Mary Townsend of Mena. The verdict was for the plaintiff and set the damage fee at \$1,000.

Death of James W. Elgin

MAYSVILLE, KY.—Funeral services were conducted here for James W. Elgin, 81 years old, retired former general agent for the Mutual Benefit Life, who served that company for more than 50 years. Mr. Elgin was the father-in-law of Supreme Court Justice Stanley F. Reed.



There's no bite taken out of your apple at Central States Life...

ALL YOU EARN IS YOURS!

No superficial middleman shares in the profit of your labor...

WHY NOT WRITE

J. DeWitt Mills, Vice-Pres., for complete information. Good territory available in Mo., Ark., Okla., Texas, Nebr., Colo., Utah, Wyo., Calif. and Florida.

CENTRAL STATES
 LIFE INSURANCE COMPANY
 ST. LOUIS, MO. ALFRED FAIRBANK, PRES.

LEGAL RESERVE FRATERALS

Canadians in Annual Meeting

C. H. Fitch Elected President of Fraternal Association at Gathering in Toronto

TORONTO, ONT.—The annual convention of the Canadian Fraternal Association was held here for two days, with representatives present from most of the fraternal societies operating in Canada. Mrs. Mary Baird, Canadian supervisor Woman's Benefit Association, Port Huron, Mich., presided.

Officers elected for the ensuing year were: President, C. H. Fitch, grand recorder treasurer Canadian Order of Chosen Friends, Hamilton, Ont.; vice-president, Lt. Col. Elzar Hurtubise, M.D., La Societe des Artisans Canadien Francais, Montreal; secretary-treasurer, Clair Jarvis, Canadian Woodmen of the World, London, Ont.; counsellor, Lyman Lee, Royal Arcanum, Hamilton, Ont.

Those named on the executive committee were: Dr. B. F. Black, Knights of the Maccabees, Detroit; Past-president Mrs. Mary Baird; chairman medical section, Dr. J. A. Laframboise, Ottawa, Can.; chairman fieldmen's section, A. Powell, Canadian Order of Chosen Friends, Hamilton, Ont.

Distinguished visitors and speakers included Mrs. Dora Alexander Talley, president National Fraternal Congress and head of the Woodmen Circle, Omaha; J. E. Little, actuary and field director, Maccabees; V. R. Smith, general manager Confederation Life and president American Institute of Actuaries; Rt. Rev. Bishop Rennison, rector of St. Paul's Anglican Church, Toronto; G. D. Finlayson, Dominion insurance superintendent; H. D. McNairn, insurance superintendent of Ontario; J. A. Paradis, assistant insurance superintendent of Quebec province, and several others.

In her presidential address, Mrs. Baird referred to the good relations among the fraternal bodies, and to main events of the year in the association's work. The financial statement showed a surplus for the year. Mr. Lee, as counsellor, reviewed legal decisions of interest. A statistical report presented by Mr. Jarvis showed growth in number of certificates and amount in force during 1937.

The address by V. R. Smith touched on many points of common interest to fraternal and insurance companies. After surveying the problems of public finance, etc., he suggested that the following steps were needed in the immediate future:

"(1) There must be an orderly liquidation of debts and no new commitments that can possibly be avoided. (2) There must be balanced budgets, no borrowing for deficits, no borrowing for relief; there must be immediate repayment within a comparatively short time of all debts already created to cover deficits or relief; in other word, the motto 'No money is to be expended unless and until it has been collected in taxes or borrowed for legitimate capital projects,' should be adopted. (3) We must face and study the inevitable problem of controlled immigration. (4) National control of social legislation with national responsibilities for public welfare work must receive our careful thought, together with the necessary reallocation of taxation and the reallocation of governmental responsibilities."

Michigan Forces Meet

GRAND RAPIDS, MICH.—A quarterly convention of the Fidelity Life Association for Michigan drew about 2,000 members. President Walter C. Below and A. R. Colvin, field superintendent, attended from the head office in Fulton, Ill., and H. W. Wilson, Wyandotte, head of the Michigan organization, attended.

Changes Made by Maccabees

Double Indemnity Rider Has Been Liberalized and Its Policyholders Dividends Are Increased

The Maccabees has liberalized the provisions of its double indemnity rider so as to permit the payment of the full extra benefit in case a member is accidentally killed while riding as a fare-paying passenger on a licensed airplane piloted by a licensed pilot in a regularly scheduled flight. The measure was made retroactive to affect all outstanding double indemnity riders now in force.

At the same time the new rate book, which is being printed for distribution, discloses many new ratings in the occupational manual covering insurance with double indemnity that are more liberal than the ratings contained in the previous rate book. Among the occupations that are now treated as standard risks for double indemnity are: Truck drivers, house painters, railroad machinists, carmen, carpenters, boiler makers, etc.; steam shovel operators, blacksmiths, skilled concrete workmen, draymen, housewiremen, farm hands, stationary engineers and firemen, laborers in the auto and cement industry, freight elevator operators, railroad engineers and firemen.

Carry Extra Rating

The following occupations will still carry an extra rating, but the amount of the rating has been decreased to a lower sub-standard rate: Spray painters, foremen alcohol manufacture, charcoal workers, dyers and bleachers, galvanizers and tanners, cold room workers, buffers and polishers, coal yard workmen, laborers fur industry, artificial light plant workmen, junk peddlers; openers, pickers, carders and nappers in the textile industry; railroad engine hostlers, ranch employees, road construction workers, salt well laborers; projectionists in the theaters.

The Maccabees believes that the liberalization is consistent with improvement in occupational hazards. The double indemnity rider is very popular, as indicated by the fact that 39% of all adult benefit protection granted by the Maccabees during the entire year 1937 contained double indemnity benefits.

Increased Refund Scale

The Maccabees has increased its refunds or dividends approximately 40%. The net interest rate earned in 1936 and in 1937 respectively, was 4.05% and 4.09% and the present refund scale includes the return of one-half of one percent, representing the excess over the required 3½% which must be earned in order to maintain the reserves. The refunds also include savings from mortality which in the year 1937 was the most favorable in the last twenty years. The refunds also include a small return representing savings in management expenses.

The society has paid refunds every month since the fall of 1922 and during the year 1937 the distribution amounted to \$373,662.00. Refunds ordinarily are paid in cash but at the option of the member, may be left with the society to accumulate at interest or to purchase additional paid-up insurance.

The following table illustrates the refunds on the new scale:

Annual rate End of Year	Entry Age 30	
	Ordinary Life	20 Pay Life
.....	\$20.20	\$28.80
2nd	3.31	3.45
5th	3.37	3.57
10th	3.49	3.80
15th	3.63	4.07
20th	3.79	4.41

Insurance Facts, Problems Subject of Manes' Book

Numerous thought-provoking ideas, facts, concepts and problems pertaining to insurance, many of them quite novel and unusual to the everyday American view, are presented in a most interesting manner in Professor Alfred Manes' new book "Insurance: Facts and Problems," just published. Dr. Manes looks at insurance from a world wide point of view, being honorary professor at the University of Berlin, member of the faculty of University of Indiana, Bloomington, Ind. and having devoted 35 years to research work in, and to teaching insurance all over the world. Although this is his first book in English, it follows many others published in Germany, Russia and several other European countries.

"Insurance: Facts and Problems" shows the unity of all insurance matters, calls attention to numerous big unsolved problems, and emphasizes insurance as an essential basis of all economic life everywhere. Of particular interest are his discussions of social insurance, the experiences of insurance in Germany during the inflation period, the problem of flood insurance, his "outsider's" view of insurance in the United States,

and comments on property life insurance and its probable extension to ship life insurance and machine life insurance including that on automobiles. Published by Harpers, "Insurance: Facts and Figures" sells at \$2.00 and is available through THE NATIONAL UNDERWRITER'S book department.

Stumm Agency in Drive

The Aurora, Ill., general agency of the Northwestern Mutual Life has just passed the 25 year mark, celebrating its silver anniversary. With three more weeks to go the leading district agent is Bruce Gilmore at De Kalb, who also is leading agent in volume. The leading agent in lives is Roe Walker, Malta, a town of 300 population. These agents are affiliated with the De Kalb district agency.

Being in the last lap of the anniversary campaign, general agent B. J. Stumm is confident the quota will be achieved.

The contest will end in a jubilee day June 16, at the Burr Oak Farms, with Mr. Stumm as host to a party of 400 to 500 people. In the day's activities will be swimming, fishing and all outdoor sports and games.

The Great American Life has applied for license to operate in California.

WHY THE MACCABEES?

OPERATES FROM COAST TO COAST
IN THE UNITED STATES AND
CANADA

WIDE ASSORTMENT OF CERTIFICATES
INCLUDING WHOLE LIFE, 20
PAYMENT LIFE, ENDOWMENT, OLD
AGE INCOME, SICKNESS AND ACCIDENT
AND JUVENILE PLANS

REFUNDS OR DIVIDENDS ARE PAID IN
CASH OR PAID-UP ADDITIONS OR
ACCUMULATIONS

LIBERAL COMMISSION CONTRACTS
AVAILABLE

THE MACCABEES
DETROIT, MICH.

1878 — 60th ANNIVERSARY — 1938

PROTECTED HOME CIRCLE
SHARON, PA.

FOUNDED IN 1886

A Legal Reserve Fraternal Insurance Society

S. H. HADLEY Supreme President **L. D. LININGER**, Supreme Secretary
SHARON, PA.

INDUSTRIAL FIELD NEWS

New Revival Practice Adopted

Prudential Allows Redating Lapsed Policies Where Insured Is Unable to Pay All Arrears

The conservation plans of Prudential now include rules for the reinstatement of lapsed policies by redating such policies where the insured is unable to pay all arrears as required by the regular reinstatement provision of his policy. This plan may be applied to policies that have been lapsed for at least three months but not more than two years and provides for moving the policy date forward the same number of years and months that policy has been lapsed. The announcement is:

"Prudential policies provide for reinstatement after lapse by payment of arrears in premiums. In any case where it is found impossible to collect such arrears, consideration will be given to the reinstatement of any lapsed policy under the concession known as the plan of 'revival by redating.'"

This plan may be applied to ordinary policies, subject to the following conditions:

1. The policy must have been kept in force by the regular payment of premiums for at least six months.

2. The policy must not have been entitled to a loan value at the date of lapse.

3. The policy must have been lapsed for at least three months but not more than two years.

4. At least one quarterly premium must be collected when application is made for revival; if premiums are paid monthly at least two monthly premiums must be collected.

5. If the former insured's age nearest birthday at issue changes back because of the redating of the policy, the difference in back premiums must be collected when application is made for revival.

6. Revival by redating may be utilized not more than once for any particular policy.

7. The regular revival rules of the company, including the rules governing medical examinations, will apply to all cases revived by redating.

8. In addition to the revival application an amendment form showing the change in date of policy as well as the change in age, if any, must be signed by the insured and the beneficiary.

When a policy is revived under this

plan the lapsed policy will be rewritten on the same plan for the same amount of insurance but with a new date will be moved forward for the number of complete months for which the policy was lapsed, calculated to the date of application for revival. The premium for the policy will be the premium required for the age nearest birthday of the former insured on the new policy date. Where such age changes from the original age the difference in back premiums is to be collected.

This plan of reinstating lapsed ordinary policies has been in use for a number of years and has been utilized by some agencies materially to improve their conservation records.

The new reinstatement privilege does not apply in Massachusetts.

W. S. Lowdenslager Dies

BALTIMORE—Winfield S. Lowdenslager, 59, treasurer of Fidelity Life of Baltimore for the past 11 years, died at his home in Baltimore after an illness of four years. Prior to his connection with the Fidelity Mr. Lowdenslager was for 24 years assistant superintendent of John Hancock Mutual Life.

POLICIES

Travelers Juvenile Policies

The Travelers has initiated a new payor clause in its juvenile policies providing for waiver of premium in case of death or disability to the father, guardian, or whoever has been paying the premiums prior to the time the insured reaches the age of 25. The company does not sell policies on children less than ten years old, and this new clause applies to policies taken out for children from 10 to 19. The cost is small. For instance, on a 20-payment life policy, with the father 35 and the son 10, the cost for waiver in case of death is \$1.20 per thousand, and \$1.80 per thousand for both death and disability. If the boy were 15, the cost would be \$1.04 and \$1.56 respectively.

Southland Life Rate Revision

Since Southland Life and Gulf States, both of Dallas, have become one company, an adjustment of the rate and value situation has made necessary publication of a new rate book. In general,

the old Gulf States rate book has been used as a basis with the elimination of some few plans and the addition of Southland plans. The new rate book does not contain the double protection plan of the old Gulf States and has substituted the Southland's retirement income bond, rates and values, which are on a slightly higher basis than those of Gulf States. The premiums for these two companies have been practically identical for non-participating policies below age 40 so that the change will not cause any great difficulty even among those of the agency force who have been carrying the old Southland rate book.

Volunteer State Changes

The adoption of four changes in its underwriting rules is announced by the Volunteer State Life as follows: (1) Increase in non-medical limit to \$3,000; (2) Married women to be accepted on non-medical plan up to and including age 40, for a limit of \$2,500; (3) All foreign born applicants to be examined; (4) Juvenile plans to be written on non-medical basis for a limit of \$2,500, ages birth to 14.

Pink Sounds Note of Good Cheer to Insurance Agents

(CONTINUED FROM PAGE 1)

private enterprise by government enterprise. Speaking further, he said:

"One danger today comes from pressure groups and organized minorities. Clamor, noise and insistence weigh altogether too much. The forgotten man is the one who has failed to organize. There is too much demand for selfish, temporary advantage without regard to what we are laying up for the future. There is too little realization that society, as Burke said, is a partnership not only between those who are living, but those who are dead and those who are to be born."

Right of the Majority

"If taxation is high, wide and handsome, and it is, we can stand it. We can put up with doubt and confusion during a period of change and reorganization. But we cannot afford to lose our faith and confidence in and our insistence upon democratic institutions—in the peaceable right of the majority to govern, in free speech, a free press, the right of assemblage and in religious freedom. If we maintain these inalienable rights without loss or tarnish there is no lasting evil to be apprehended from the regrettable unsettlement which comes from economic and social change."

"Those who sell insurance are the public relations men of the industry. Other than the press and the radio there is probably no more effective machinery for reaching and influencing public opinion in this country than the producers in the life, fire and casualty fields. Let us unite in a great campaign to dispel doubt and fear, racial and national hatreds, and distrust whether of business or of government. Let us dedicate ourselves to selling the greatest, freest and, with all our difficulties and irritations, the happiest country in the modern world—the United States of America."

Pearce Young is Appointed

Pearce H. Young is appointed general agent at St. Louis for the Minnesota Mutual Life with offices in the Mississippi Valley Trust Co. building. He has had a long life insurance record. Prior to 1922 he was with the Connecticut Mutual at St. Louis; 1922 to 1930 with the Missouri State Life; 1930-31 with the Life Insurance Sales Research Bureau; 1931-33 superintendent of agencies for the Central Life of Iowa; 1933-34 Indianapolis manager for the Union Central Life; since then with the Union Central at St. Louis.

Social Security Status of Agents Well Clarified

(CONTINUED FROM PAGE 1)

or no expression thus far as to attitude of state authorities.

Mr. Kastner gave a brief history of social security legislation in the United States, starting with the Wisconsin act of 1931, first of the kind in the country, antedating even the federal social security act. He also told the important part which the American Life Convention has taken in securing general recognition of the insurance agent on commission as an independent contractor and thus exempt from operation of the acts and from the accompanying tax levies.

A. L. C. Part in Effort

Memoranda and briefs were prepared by the A. L. C. headquarters staff when consideration was first given to the status of agents—the matter originally coming to a head in the District of Columbia in November, 1935, and the convention thereafter assisted in formulation of briefs on the part of several individual companies which later received favorable rulings from federal or state officials. These efforts are being continued by the A. L. C.

The organization watched developments closely and Colonel C. B. Robbins, manager and general counsel, and Mr. Kastner, attended some 15 hearings and conferences in Washington and elsewhere. The convention also analyzed briefs prepared by counsel of several companies, criticizing and making suggestions which helped to strengthen the companies' pleadings.

Many memoranda on the subject were sent out to member companies, and an A. L. C. representative conferred frequently with the social security tax unit and Internal Revenue Bureau officials, as well as with various state administrative heads.

Mr. Kastner noted especially fine work done and being done in connection with securing the favorable social security rulings and interpretations by William E. Jones, assistant general counsel Northwestern Mutual Life, through the able handling of his company's cases before the Internal Revenue Bureau and in the several state jurisdictions.

Neblett Meets Setback

LOS ANGELES—W. H. Neblett's efforts to embarrass Pacific Mutual Life met with a setback when his appeal to the United States Circuit Court of Appeals was thrown out within a week of the date when the case was argued. The court affirmed the decision of Federal Judge Roche denying federal jurisdiction in the case.

Mrs. Fannie R. Hutchins, a stockholder of the old Pacific Mutual, was the nominal appellant. She is also the appellant in the review of the California supreme court decision recently granted by the United States Supreme Court.

Following this action by the federal appellate court the California supreme court vacated an order it had made March 3, directing that Neblett and three others present their cases before June 30.

The special assistants to the attorney general have filed with Federal Judge Ling, at Phoenix, Ariz., the bill of particulars asked for by the 13 former officials of the old company who stand indicted on mail fraud charges and who must face trial Sept. 6.

Attorney H. S. Dottenheim, one of the counsel for non-cancellable policyholders who opposed the reorganization plan, has taken another step in his efforts to collect a fee of \$100,000 for his services, from the insurance commissioner by filing a notice of a motion to appeal the decision of Superior Judge Vickers, who denied him his fee.

R. M. W. Chitty, senior member of the firm of Chitty, McMurtry, Ganong & Wright, has been appointed a director of the Western Life of Hamilton, Ont.

Aggressively Developing State of Illinois Offering Unusual Agency Opportunities

Liberal First Year Commission and Non-forfeitable Renewal Commissions

Assistance in the Field Home Office Co-operation

GLOBE LIFE INSURANCE CO. OF ILLINOIS

WM. J. ALEXANDER, President

An Old Line Legal Reserve Company—Established 1895
40 Years of Continuous Faithful Service to Policyholders

Writing Complete Line of Modern Policies with All Standard Provisions

Ages (0-60)

Double Indemnity — Disability — Non-Medical
Modern Juvenile Contracts Full Benefits Age 5

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Chicago, Illinois

Sales Ideas and Suggestions

Transcend Circumstances and Sell the Average Man

BLOOMINGTON, ILL.—Life insurance men face the tremendous job of creating in the mind of the American people the fact that \$1,700 is not enough life insurance in force per person, declared Holgar J. Johnson, Penn Mutual Life general agent in Pittsburgh and vice-president of the National Association of Life Underwriters, at the Illinois sales congress at Bloomington. Although some agents may question whether this is the time to talk about writing more business in the face of present conditions, Mr. Johnson said that although conditions today are not what people had hoped they would be, we have experienced the same situation before.

It is only natural that the present situation has moved men to sympathize with each other on their problems. But it is easy to lose perspective under immediate discouraging circumstances, said Mr. Johnson. "We can either succumb to circumstances or make an attempt to transcend them." Life insurance men are fortunate because they are not forced to surrender to circumstances and they can be the master of their destiny. In some businesses men are the victims of circumstances, but the life insurance man has a broad field in which to work.

Must Transcend Circumstances

Good as well as the bad kind of leadership rises out of distressing circumstances, said Mr. Johnson. Leaders born out of distressing economic circumstances are those who are able to transcend these circumstances. Changes are inevitable. Persons who are mobile and able to meet the conditions become the leaders. Leaders do not wait for circumstances to improve.

Mr. Johnson said his agents usually close one out of seven demonstrations and over a period of time it varies slightly from six to eight. Sales fell off and a study of calls showed that activity also had fallen off. Although sales were behind \$257,000 it was shown that the activity had fallen off in proportion and that if a normal ratio of activities had been maintained \$240,000 more business would have resulted and the net decline would have been only \$17,000.

Check on His Work

In improving sales the agent should check various phases of his work. He should personalize his sales activities and not act like he is on a soap box making a speech. He should remember he is talking to an individual and not to a group. He should talk about the prospect and his problems. Prospects are not interested in the great institution of life insurance but in their own problems and how they can solve them. The conception that life insurance replaces the economic value of life should be applied to the average individual. The question is how is the prospect going to accomplish and carry out his plans? He must provide not only for the possibilities of his death but also if he lives long enough to become economically obsolete.

Today the agent should make a special effort to go where there is business. In every community there are people who are getting business and are successfully developing new products.

Mr. Johnson urged the agents to be more ruthless. Every body likes to be a good fellow, but the good fellow does not always last in the business. He is

afraid to push the prospect and lose a friend. If the sale has been personalized and the prospect's needs demonstrated, the agent doesn't have to be afraid or ashamed of being ruthless with the facts of life insurance.

SELL AVERAGE MAN.

The necessity and desirability of selling life insurance to the average man was stressed by John D. Moynahan, Metropolitan Life manager of the Chicago west suburban district. Although stress is placed on the buyers of large policies, less than 10 percent of the people can afford to buy policies of \$5,000 or more. Most of the 150,000 life agents are trained to sell large policies, with only 13,000,000 people as prospects, or only about 85 per agent.

In telling the part that industrial insurance is taking in providing insurance protection for the average man, Mr. Moynahan said that a large number of the applications that come to his office are from people who have never had insurance before. Although a number of these are small policies, many of the purchasers cannot afford to buy any

more insurance. The average man provides a vast field of insurance prospects. While the industrial companies have been doing a good job, they haven't covered the field by any means as yet.

In taking care of the insurance needs of the average man, the industrial agent sells \$400 or \$500 for burial expense and then an income for two to five years. The greatest service that can be rendered by life insurance men is to stretch the \$2,000 to \$6,000 average man's life insurance by programming to make it last the longest time possible and to do the most good. The industrial man is doing a great deal in developing public relations by teaching the use of life insurance and its stability.

Makes Fair Living

Although the industrial agent does not grow wealthy in his work he does make a fair living. There are few agents with incomes of over \$5,000 a year, but there are practically none less than \$2,000 and \$3,000. An industrial agent usually writes about \$100,000 ordinary insurance in a year in addition to servicing 200 or 300 families on his debit.

In the development of the agency system too much attention has been given to writing the cream of the business, said Mr. Moynahan. There are still millions of average men to be insured. It requires a particular technique to contact these men. They can't be called upon at work as employers frown upon the idea. His home is the place to call upon the average man. The best time to call is right after dinner. Center of

influence in prospecting is used by the industrial agent in contacting the average man but on a cold canvass he is easier to see than the big man. The presentation should be made on the dining room or kitchen table with the wife and perhaps children present to give the right atmosphere. Even with this setting it is not easy to sell the average man. It is a big thing for him to make even a small investment in life insurance. A \$7 monthly premium or a \$20 or \$25 quarterly premium has to be figured pretty carefully, for it means the prospect may have to sacrifice something in order to take care of the insurance. The wife plays an important part in the interview and she has to be watched in order to get a favorable reaction from her. If she is inarticulate and doesn't want to be drawn in, it is best that the agent arrange to call back to give the man and his wife a chance to talk it over. Another appointment is made, on pay night if possible, so that the agent can get the cash and give a binding receipt.

The industrial man does a great deal of missionary work in connection with his numerous calls, particularly where the people have never been sold insurance before. More attention should be concentrated on the average man and in telling him how he can use the most beneficial service ever devised by man to protect the ones he loves, declared Mr. Moynahan.

MECHERLE TALKS

Agents should not be discouraged with the present sales situation. They should take the long time viewpoint and build for permanency rather than remarkable growth, said George J. Mecherle, president State Farm Life. Although immediate sales may be off now, it should be of no concern to the business, as life insurance is still in its infancy and agents should be looking for the lasting benefit of the business. In his lifetime Mr. Mecherle said insurance has grown from less than \$1,000,000,000 in force to over \$110,000,000,000. Mr. Mecherle made a good point in regard to lower interest earnings. With lower income on investments it requires a larger estate to provide for a man's family and as a consequence life insurance is twice as valuable as it was six years ago. With the rate of interest reduced from 6 to 3 percent, the value of the individual life has been doubled. To offset this it is necessary for a man to double his life insurance. Life insurance is the one agency that a man can depend upon to carry out his wishes. Mr. Mecherle said that social security should prove to be a big boon to life insurance as it provides a basic income which can be amplified by life insurance.

Motivation Important

Charles J. Zimmerman, Connecticut Mutual Life general agent in Chicago, and National association secretary, gave his talk on "Sales Motivation," which has proved popular before several audiences. To close the agent has to get a favorable decision from his prospect and then get him to act on that decision by motivation, he said. The close in every sale starts before the agent even approaches the prospect. Adequate information as to the prospect's needs is of great value in making a successful close.

M. F. Schwinn, Northwestern Mutual Life agent at Beaver Dam, Wis., told how he writes over 100 lives a year in rural territory. When the agent goes into the country to sell life insurance, he should dress accordingly and he should talk the farmer's language. Farmers are skeptical but after their

Sales Congress Pointers

ST. LOUIS, MO.—About 200 life insurance agents and brokers attended the sales congress conducted by the Life Underwriters Association of St. Louis last week. The lecturers were William T. Earls, C. L. U., New England Mutual, Cincinnati; Rev. Fred W. Condit, pastor, First Christian Church, Eldorado, Kan., and George H. Schumacher, Massachusetts Mutual, Cleveland. W. Scott Smith, Massachusetts Mutual, presided as chairman.

Mr. Earls, who spoke on "My Working Habits for 1938" or "The Value of Time" said that 12 percent of the failures in life insurance are due to lack of knowledge and 31 percent to lack of industry.

He stressed the advantage of planning work and keeping accurate records of progress made, etc. He then quoted some statistics gathered in the New England Mutual's agency in Cincinnati. Of 14 agents who keep work records the average gain in 1937 was 45 percent, while 14 other agents who failed to keep records gained only 2 percent.

Personally he is opposed to pep campaigns and special drives for business contending that on a yearly basis they fail to help the agent increase his business. He said that last year he wrote 60 cases for an average of \$14,000, and that 64 percent of his sales were to old policyholders. He advised agents to sell people what they want rather than what the agent may think they should have. He said that two-thirds of his personal volume is on a program basis and that he doubled his new annuity business last year.

No Cold Call Sales

He said that last year he didn't make one sale on a cold call for business insurance.

Mr. Condit talked on what life insurance does for the layman, styling it the safest investment in America.

Mr. Schumacher's subject was "My Plans for 1938," and he told just how he works. Some of his points were:

Keep on making resolutions to better your work every working day. You can't stand still. Never be satisfied. Good luck and hard work go together.

If we don't enthuse ourselves we can't enthuse others.

The worst a prospect can say is "no." Get in to see them.

Make your sales talk perfect.

How do you know how good business is if you don't work?

There are 223 working days in the year; get three actual interviews each day. Be militant in selling life insurance, give the prospect the works when you get to him, make him sign up. It may be the last day for him to sign up.

No Age Limit

He declared that life insurance is the only miracle business that he knows and stressed the fact that there is no age limit in the business, since an agent never gets too old to carry a rate book.

The more knowledge you have of the business the more confidence you will have and the more business you will write.

All agents should pay more attention to business life insurance.

When you set up a program for a client put everything into it that should be there.

He also brought out the advantages of family maintenance policies.

Nobody wants life insurance but they do want what it does.

All ordinary policies are in actuality an annuity.

Tell 'em about the policy options.

Use your centers of influence more methodically.

Sell your friends, if you don't who will?

Stress the advantages of disability insurance.

He deplored the fact that so few persons have actually had their life insurance properly programmed, saying that 95 percent of the business on the books today has been sold and only 5 percent purchased.

confidence is gained they are big hearted and receptive to ideas for caring for their families.

"Trends in Supervision" were discussed by Roy L. Davis, assistant Illinois insurance director. The public is very much interested in life insurance and as a result they are beginning to inquire about it. There has been a great demand for information about contracts, which shows that agents should explain their contracts more carefully. This interest is growing year by year, said Mr. Davis. He urged the agents to assume greater responsibility for educating the public and to capitalize on their interest. "The public needs what we have to sell and life insurance plays an important part in the community life," he declared.

Ten Year Pacific Mutual Agents Who Have Set Up Weekly Production Records

LOS ANGELES—Weekly production, consistently for a period of more than 10 years, has been achieved by three members of the field force of Pacific Mutual Life. Leading the group, with 689 weeks of consecutive production—more than 13 years—is Cesare Maraccini, of the Standeford general agency, Fresno, Cal. Second place is held by Miss Sara S. Royall, of the Garland general agency of Virginia, with 663 weeks of production. W. W. Averett, Jr., also of the Garland agency, is third with 611 weeks.

Other Pacific Mutual field men who have achieved long records of consecutive weekly production aggregating five years or more, are: A. L. Geller, Baumann Agency, Houston, 507 weeks; M. O. Nix, Jenks Agency, Atlanta, 351 weeks; R. E. Denman, Gantz Agency, Cincinnati, 325 weeks; J. B. Love, Jr., Schwentker Agency, Arizona, 312 weeks; E. I. Rappaport, Henderson Agency, Chicago, 312 weeks; D. R. Cohen, Sveska Agency, Omaha, 299 weeks; I. M. Alexander, Farrell Agency, San Antonio, 273 weeks; C. P. Hochstadter, Gantz Agency, Ohio, 273 weeks; C. F. Linder, Day Agency, Oklahoma, 260 weeks.

N. J. Supervisors' Outing

The annual outing of the Life Agency Supervisors Association of Northern New Jersey was held this week at the Preakness Hills Country Club, Preakness, N. J., with outdoor sports during the day and a dinner in the evening.

AGENCY MANAGEMENT

Recruiting and Morale Are Discussed at Illinois Meet

BLOOMINGTON, ILL.—The idea of a special session for managers and general agents on the afternoon before the all day state congress was inaugurated by the Illinois Association of Life Underwriters at its annual meeting here. In a comparatively short but stimulating two-talk program, Warren V. Woody, Equitable Society manager in Chicago, and Charles J. Zimmerman, Chicago general agent Connecticut Mutual Life and National association secretary, covered a number of problems faced by general agents and managers. Mr. Woody, talking enthusiastically and forcefully as a football coach does between halves, and Mr. Zimmerman with his suave manner, presented an interesting contrast. Philip B. Hobbs, Equitable Society manager in Chicago, as chairman stimulated the gathering with his forceful summaries and his challenging method of bringing out questions for the speakers to answer.

Mr. Woody's experiences in recruiting are of especial interest because he has built up successful agencies in Kansas City, Baltimore and Chicago. Each community and agency has its peculiar problems. The manager should recruit the type of man with whom he wishes to work, said Mr. Woody. Getting new men requires more hard work than it does knowledge. When he starts out recruiting, the manager should determine the job to be done and how he will do it. He should decide what people have money in the community and what kind of men can sell insurance to that type of individuals.

Can't Be Too Particular

Although Mr. Woody uses psychological tests in selecting his agents, he admitted that the real problem is to get enough men from whom to select. Managers often have to take the men they can get rather than the ones they wish to take.

A new agent should not only be a man the general agent likes, but he

should also have contacts he can sell. Mr. Woody endorsed psychological tests because they back up the manager's judgment. They also have a stimulating effect on the agents who qualify in the tests. The manager can say, "This is the reason why we think you will make good in the life insurance business." Mr. Woody has been making these tests for four years and finds from experience that they are worth while.

Mr. Woody says he does not employ part-timers, because a man should be sure he wants to get into the business and not just be trying it. Otherwise the manager may waste a great deal of time in getting such a man established.

The real job is after the agent is hired. He must be trained and it is important to get him out as soon as possible writing business so he can make a living. An agent is not really in the business until he tastes blood. Men seldom go into life insurance with money. They are all broke so it is all important to get them started earning money.

When he gets to a place where his new organization is at a standstill Mr. Woody checks up on himself and his agents. Men who are not making money will not bring in new men. New organization goes down either because the old agents are in a slump or because the manager has become a desk manager wasting time in doing trivial duties.

Get Men Out Selling

Mr. Woody emphasized the importance of getting new agents out selling and criticized the fact that many men who fail in life insurance leave the business within 90 days without selling a policy. These failures always reflect upon the business. It is a natural tendency for a man to blame somebody else for his shortcomings and an agent who fails blames life insurance. A manager should either put a man into the business or put him out. He should not let him hang on.

In determining the qualities of a prospective agent Mr. Woody said that he doesn't want "sobbers," and they must have stability. The new agent who likes his family finds it easier to influence others along the same line.

When a new man signs his contract with Mr. Woody he must provide an assistant manager with 100 names of prospects. He then fills out a sheet showing his financial objectives. The next step is to learn how to make telephone appointments. After he is able to do this he takes his manager out with him into the field to call on his prospects and they split commissions.

Mr. Woody warned the managers to remember that "they were young once" and they must attempt to understand the young man's problems and be sympathetic.

Morale is Prime Factor

In discussing the importance of agency morale, Mr. Zimmerman cited the difference between poor, mediocre and good agencies. Although all the good agencies rank high in recruiting, training, supervision and educational work, it has been found that morale makes the real difference between good and poor agencies.

There are three groups of men in every organization. There is the medi-

ocre, skeptical man who should never have been hired, who makes a bare living but will not listen to any ideas for improving his methods. Then there is the man who has reached his established standard of living who is content to work for a limited volume of new business and live on his renewals. The third type is the new man who often is broke and somewhat discouraged because he has been kicked around a bit and has not been used to the hard work that life insurance requires.

Lone Wolf Job

The successful agent must be able to stand on his own feet as selling life insurance is a lone wolf job, said Mr. Zimmerman. The job of selling is not very stimulating in itself unless the agent makes it so. The best way to develop stimulation is to sell a large number of cases. Even if the new man is making sales he has to wait for deferred commissions. It is hard to convince him and especially his wife, of the necessity for gradually building up his business. The wife is an important factor in the success of her husband. She must be sympathetic and willing to work with him. She should go along with him until he gets established.

Must Recognize Difficulties

The manager must recognize the difficulty that the agent faces. He should help to develop enthusiasm, sincerity and self-confidence. Not only must the man know the product he is selling, but he also must have a knowledge of economics. He must be able to talk inflation, money and labor relations to some extent so that he can feel mentally at home with men of good income level. Good men should be developed by encouraging them to talk before groups and to write articles. The preparation for this work requires stimulation of thought which develops the man. In developing his own contacts the agent doesn't necessarily have to belong to clubs and entertain lavishly at home. He can make contacts through hobbies, through doing public service work.

Often a mediocre producer can be stimulated to increase his production by giving some objective to go after. By giving him an additional incentive which raises his standard of living, the agent will get more business. It is up to the general agent to find something over and above the standard of living that will stimulate him to further production.

Skill Is Important

By developing skill an agent cuts down the time required to perform his various duties and it permits him to do his job easier so he has more time to think out his problems and enjoy himself.

Kindness is one of the essentials of leadership in the general agent. It is a good idea for him to remember the birthdays of his men, their wives and children. He should develop his men's faith in him and make them realize he is behind them and their efforts.

Mr. Zimmerman minced no words in discussing the ill treatments of salesmen by the office help. He recently transferred a clerk who mistreated an agent. Clerks have a tendency to minimize the business brought in by a regular agent and make over a broker who may bring in a stray case. Mr. Zimmerman instructs his clerical force to say a word of encouragement in recognition of new business, to comment favorably when a man brings in an application. If a manager is going to make a loan to an agent he should do so graciously and not degrade the agent and thus lose the good will which might be engendered as a result of the loan, said Mr. Zimmerman.

In summing up the meeting Chairman Hobbs said it is up to the manager to renew the courage and conviction of his agents. The agent goes out and has his enthusiasm taken out of him in his work and when he goes back to the office the management must renew, rebuild and recharge the agent's faith.

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